

The Influence Of Content Marketing and Influencer Marketing Strategies Through Perceived Quality on Fore Coffee Purchase Decisions in Jabodetabek

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Abstract

The urgency of this research lies in understanding how content marketing and influencer marketing strategies influence Fore Coffee purchase decisions through perceived quality in the highly competitive coffee industry in Jabodetabek, thereby providing valuable insights for businesses to develop more effective and consumer-oriented marketing strategies. This study aims to analyze the influence of content marketing and influencer marketing on perceived quality and to examine the role of perceived quality in affecting consumer purchase decisions at Fore Coffee. The growth of digital media has positioned social platforms as a primary source of information in purchasing decisions, particularly within the modern coffee industry. Fore Coffee utilizes content marketing and influencer marketing strategies to shape consumers' perceived quality and encourage purchasing decisions. Using a quantitative approach, data were collected through surveys from 204 respondents in the JABODETABEK region and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) version 4.0.9.9. The findings reveal that content marketing significantly influences perceived quality ($t = 7.959$; $p < 0.05$), while influencer marketing also has a significant effect on perceived quality ($t = 1.972$; $p < 0.05$). In addition, perceived quality significantly affects purchase decisions ($t = 30.786$; $p < 0.05$) and mediates the relationship between both marketing strategies and purchase decisions. These findings highlight the important role of perceived quality in strengthening the effectiveness of digital marketing strategies and provide practical insights for coffee businesses in optimizing consumer purchasing decisions.

Keywords: *Content Marketing, Influencer Marketing, Perceived Quality, Purchasing Decision*

Introduction

The development of digital technology has significantly transformed the marketing landscape by changing how businesses communicate with consumers and how consumers access information before making purchasing decisions. The rapid expansion of internet connectivity, smartphone adoption, and social media usage has created a digital ecosystem in which consumers can easily search for product information, compare alternatives, and interact directly with brands (Nuseir, 2023). Consequently, digital marketing has become an essential strategy for companies seeking to maintain competitiveness and establish long-term relationships with consumers in increasingly dynamic markets (Dwivedi et al., 2021).

Indonesia represents one of the largest digital markets in Southeast Asia, supported by a substantial number of internet and social media users. Social media platforms such as Instagram, TikTok, YouTube, and X have become integral parts of daily life, particularly among Millennials and Generation Z, who rely heavily on digital platforms for information gathering and purchasing decisions. The Digital 2026 Indonesia Report indicates that social media usage in

Indonesia reached approximately 180 million user identities, accounting for 62.9% of the population, with average daily usage exceeding three hours. This extensive engagement demonstrates the strategic importance of social media as a marketing communication channel capable of influencing consumer perceptions and behaviors (We Are Social & Meltwater, 2026).

The growing use of social media has altered the consumer decision-making process. Consumers are no longer passive recipients of promotional messages but active participants who evaluate products through online reviews, social media content, influencer recommendations, and electronic word-of-mouth. The availability of information from multiple digital sources allows consumers to make more informed purchasing decisions while simultaneously increasing the importance of credible and engaging marketing communication (Chetoui et al., 2024). As a result, companies must develop marketing strategies that not only attract consumer attention but also foster trust and positive perceptions toward their products and brands.

These developments have had a significant impact on the food and beverage (F&B) industry, particularly the coffee shop sector. In recent years, coffee consumption has increased substantially due to lifestyle changes, urbanization, and the growing popularity of coffee culture among younger consumers. Coffee is increasingly perceived as a lifestyle product associated with social interaction, productivity, and self-expression rather than merely a beverage (International Coffee Organization, 2024). This trend has encouraged the rapid growth of modern coffee chains and intensified competition among brands operating in major urban areas across Indonesia (Statista, 2025; Putri et al., 2025).

In highly competitive markets, companies must differentiate themselves not only through product quality but also through effective communication strategies. Consumers are continuously exposed to various competing brands offering similar products and services, making it essential for businesses to create distinctive brand experiences and communicate value effectively. Digital marketing has therefore become a critical tool for influencing consumer perceptions, building customer engagement, and encouraging purchasing behavior. Brands that successfully leverage digital platforms can establish stronger relationships with consumers and improve their market performance (Elhuria et al., 2026).

Fore Coffee is one of Indonesia's leading coffee brands that actively utilizes digital marketing strategies to engage consumers and strengthen its market position. Through social media platforms such as Instagram, TikTok, and YouTube, Fore Coffee disseminates promotional content, introduces new products, interacts with consumers, and collaborates with influencers to increase brand exposure. The company's strong digital presence reflects the growing importance of social media marketing within the coffee industry, where consumer preferences and purchasing decisions are increasingly shaped by online interactions and digital experiences.

The increasing intensity of competition in the coffee shop industry has made consumer retention as important as customer acquisition. Consumers are exposed to numerous coffee brands that offer similar products, pricing strategies, and promotional campaigns. Consequently, purchasing decisions are no longer determined solely by product characteristics but are also influenced by consumers' perceptions and experiences throughout their interactions with brands. In digital environments, consumers often develop initial impressions of products before making actual purchases through exposure to social media content, customer reviews, and recommendations from trusted online sources. Therefore, companies must ensure that their digital marketing activities effectively communicate product value and create favorable perceptions that distinguish their brands from competitors (Moslehpour et al., 2022).

Furthermore, the growth of social commerce and online consumer communities has reinforced the role of social media in shaping consumer behavior. Consumers increasingly share experiences, provide product evaluations, and engage in discussions that influence the attitudes and decisions of others within their networks. This phenomenon has increased the importance of marketing strategies that encourage interaction, engagement, and trust-building rather than relying solely on traditional promotional approaches. For brands operating in highly competitive sectors such as coffee retail, the ability to create meaningful content and collaborate with credible influencers has become a critical factor in enhancing consumer confidence and influencing purchasing decisions. Consequently, understanding the effectiveness of these digital marketing strategies has become an important area of investigation in contemporary marketing research (Chetioui et al., 2024).

Among the various digital marketing approaches, content marketing and influencer marketing have emerged as particularly influential strategies (Moslehpour et al., 2022). Content marketing involves creating and distributing valuable, relevant, and consistent content to attract and engage target audiences. Rather than focusing solely on direct promotion, content marketing aims to provide useful information and meaningful experiences that strengthen consumer relationships and increase brand credibility. Research has demonstrated that high-quality content can positively influence consumer engagement, trust, and purchasing behavior by providing information that helps consumers evaluate products and brands more effectively (Barta et al., 2023).

Similarly, influencer marketing has become an increasingly important strategy in digital marketing. Influencers possess the ability to shape consumer perceptions because they are often viewed as credible, relatable, and trustworthy sources of information (Vrontis et al., 2021). Their recommendations can influence followers' attitudes toward products and brands, particularly when followers perceive a strong sense of authenticity and expertise. Recent studies have shown that influencer marketing significantly affects consumer trust, brand attitudes, and purchase decisions, particularly among younger consumers who are highly active on social media platforms (Chetioui et al., 2024).

Previous studies have consistently reported positive relationships between content marketing, influencer marketing, and consumer behavior. Content marketing has been found to improve consumer engagement and purchase intention, while influencer marketing contributes to higher levels of trust, brand awareness, and purchasing behavior. Within the Indonesian context, research has also indicated that social media marketing activities significantly influence consumer decisions in the food and beverage sector, including among Fore Coffee consumers in the Jabodetabek area. Nevertheless, the majority of these studies focus on direct effects, while limited attention has been given to the mechanisms through which digital marketing strategies ultimately influence purchasing decisions (Putri & Dermawan, 2023; Safrudin & Anggarani, 2024).

One important mechanism that may explain this relationship is perceived quality. Perceived quality refers to consumers' overall assessment of a product's excellence or superiority relative to competing alternatives. In digital environments, perceptions of quality can be shaped by various forms of marketing communication, including brand-generated content and influencer endorsements. Consumers who perceive a product as high quality are generally more likely to develop favorable attitudes toward the product and proceed with purchasing decisions (Konuk, 2018). Therefore, perceived quality may function as a mediating variable that explains how

content marketing and influencer marketing influence consumer purchasing behavior (Ismagilova et al., 2022).

The role of perceived quality can also be understood through several contemporary theoretical perspectives. The Elaboration Likelihood Model explains that consumers process marketing messages through central and peripheral routes, where informative content can enhance cognitive evaluation while influencer credibility serves as an important peripheral cue. Parasocial Interaction theory suggests that repeated exposure to influencers may foster emotional bonds that strengthen trust and product evaluations. Furthermore, the Theory of Planned Behavior emphasizes that attitudes and social influences contribute significantly to behavioral intentions and purchasing decisions (Ki et al., 2023). Collectively, these perspectives suggest that digital marketing activities can shape perceived quality, which subsequently influences consumers' purchase decisions (Sokolova & Kefi, 2020).

Although digital marketing has received considerable academic attention, research examining the mediating role of perceived quality in the relationship between content marketing, influencer marketing, and purchase decisions remains limited, particularly in Indonesia's coffee industry. Most previous studies have focused on purchase intention, brand awareness, consumer engagement, or brand image, while relatively few have investigated how consumers' perceptions of quality explain the effectiveness of digital marketing strategies. Given the growing importance of social media marketing and the intense competition among coffee brands, understanding the role of perceived quality is essential for both theoretical development and managerial practice. Therefore, this study aims to analyze the influence of content marketing and influencer marketing on Fore Coffee purchase decisions through perceived quality among consumers in the Jabodetabek area.

Method

This study employed a quantitative descriptive approach to examine the influence of content marketing and influencer marketing on purchase decisions through perceived quality among Fore Coffee consumers in the Greater Jakarta (Jabodetabek) area. A quantitative approach was selected because it enables the researcher to systematically measure relationships among variables using numerical data and statistical analysis. Quantitative research is appropriate for testing hypotheses, identifying causal relationships, and generalizing findings based on empirical evidence. In this study, the approach was used to analyze the relationships among content marketing, influencer marketing, perceived quality, and purchase decisions within the context of digital marketing in the coffee industry.

The research was conducted in the Jabodetabek area, which represents one of Indonesia's largest urban markets and has a high intensity of social media usage and coffee consumption. Data collection was carried out from January to March 2026 through online questionnaire distribution using Google Forms. The selection of this period was based on the increasing digital engagement and social media activity among consumers during the observed timeframe. Respondents were approached through social media platforms, online communities, and networks related to coffee consumers and digital platform users.

This study utilized two primary data collection methods, namely library research and field research through questionnaires. Library research was conducted to obtain theoretical and conceptual foundations by reviewing books, scientific journals, conference proceedings, industry reports, and previous studies relevant to digital marketing, perceived quality, and

consumer purchasing behavior. The findings from the literature review were used to develop the research framework, hypotheses, and measurement indicators.

Meanwhile, primary data were collected through structured questionnaires distributed to respondents online. The questionnaire consisted of closed-ended statements measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) (Sugiyono, 2025). The instrument was designed to measure four research variables, namely content marketing, influencer marketing, perceived quality, and purchase decisions. The indicators for each variable were adapted from previous validated studies to ensure conceptual consistency and measurement accuracy.

The population of this study consisted of all Fore Coffee consumers in the Jabodetabek area who had purchased or consumed Fore Coffee products and had been exposed to the company's digital marketing activities through social media platforms. Since the exact number of consumers could not be identified, the population was categorized as an unknown population. Therefore, this study applied a non-probability sampling technique using purposive sampling. Purposive sampling was chosen because respondents were selected based on specific criteria relevant to the objectives of the study.

The criteria established for respondents were: (1) individuals aged between 15 and 45 years, representing Gen Z and millennial consumers; (2) residing in the Jabodetabek area; (3) having purchased or consumed Fore Coffee products at least once within the last three months; and (4) having been exposed to Fore Coffee's content marketing or influencer marketing activities on social media platforms such as Instagram, TikTok, or YouTube. These criteria were intended to ensure that respondents possessed relevant experiences and knowledge related to the studied phenomenon.

The determination of sample size referred to the guideline proposed by Hair et al. (2021), which recommends a minimum sample size of five times the number of indicators used in the research model. Since this study employed 38 indicators, the minimum required sample size was 190 respondents. A total of 204 valid responses were successfully collected and analyzed, exceeding the minimum requirement. This indicates that the sample size was adequate to support Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis and improve the reliability and robustness of the statistical findings.

Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS version 3.2.9. SEM-PLS was selected because it is suitable for predictive research models, complex variable relationships, and relatively flexible sample size requirements. The analysis process consisted of two main stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model).

The outer model evaluation aimed to test the validity and reliability of the research instrument. Convergent validity was assessed using factor loading values and Average Variance Extracted (AVE). Indicators were considered valid if the loading factor exceeded 0.70 and the AVE value was greater than 0.50. Discriminant validity was evaluated using the Fornell-Larcker Criterion and cross-loading values to ensure that each construct was empirically distinct from other constructs. Reliability testing was conducted using Cronbach's Alpha and Composite Reliability (CR), where values above 0.70 indicated acceptable reliability and internal consistency.

Furthermore, the inner model evaluation was performed to examine the relationships among variables and test the proposed hypotheses. The structural model assessment included

R-square (R^2) values, path coefficients, predictive relevance (Q^2), and hypothesis testing using bootstrapping procedures. Hypotheses were considered significant if the t-statistic exceeded 1.96 and the p-value was below 0.05 at a 95% confidence level.

In addition, this study considered ethical aspects throughout the research process. Participation in the survey was voluntary, and respondents were informed about the purpose of the study before completing the questionnaire. Respondents' identities and personal information were kept confidential and used solely for academic purposes. The researcher also ensured that all collected data were analyzed objectively and reported transparently to maintain research integrity and credibility.

Results

Characteristics Of Respondents

Table 1. Descriptive Analysis Of Respondents

No	Category	Criteria	Total (n)	Percent (%)
1	Domicile	Jakarta	72	35,60%
		Depok	46	22,40%
		Bogor	39	19,00%
		Bekasi	26	12,70%
		Tangerang	21	10,20%
2	Age	15–20	48	23,40%
		21–26	117	57,10%
		27–32	26	12,70%
		33–38	11	5,40%
		39–45	3	1,50%
3	Purchase Frequency	1–2	98	47,80%
		3–5	79	38,50%
		> 5	28	13,70%
4	Social Media Platform	TikTok	155	75,60%
		Instagram	156	74,60%
		YouTube	46	22,40%
		Lainnya	11	5,40%

Based on primary data collected through questionnaires and analyzed using Microsoft Excel and SEM SmartPLS 4.0.9.9, the characteristics of respondents in this study indicate a relatively representative distribution across the Greater Jakarta (Jabodetabek) area. The majority of respondents are from Jakarta (35.6%), followed by Depok (22.4%), Bogor (19%), Bekasi (12.7%), and Tangerang (10.2%). The dominance of respondents from Jakarta reflects its high population density and economic activity, which contribute to greater exposure to digital marketing, in line with the expansion of Fore Coffee outlets concentrated in urban areas.

From a demographic perspective, most respondents fall within the 21–26 age group (57.1%), followed by those aged 15–20 (23.4%), indicating the dominance of younger generations (Gen Z and early millennials) as the primary consumers. This finding aligns with Fore Coffee's target market, which focuses on digital-savvy consumers with high levels of engagement in social media and digital content. In terms of consumption behavior, the majority of respondents reported purchasing 1–2 times (47.8%), followed by 3–5 times (38.5%), and more than 5 times (13.7%), indicating a moderate yet recurring consumption pattern.

Furthermore, regarding social media usage, respondents are predominantly active on TikTok (75.6%) and Instagram (74.6%) as the primary platforms for accessing Fore Coffee's content marketing and promotions, while YouTube is used by 22.4% of respondents and other

platforms by 5.4%. These findings confirm that Fore Coffee's digital marketing strategy, which emphasizes visual and short-form video platforms, is highly relevant to consumer media behavior. Overall, the respondent characteristics demonstrate alignment between consumer profiles, digital behavior, and the marketing strategies implemented by Fore Coffee, thereby strengthening the validity of the research context.

Measurement Model

Table 2. Outer Loading Result

Variable	Indikator	Loading Factor	Criteria	Result
Content Marketing	X1.1	0.760	> 0.70	Valid
	X1.2	0.746		
	X1.3	0.786		
	X1.4	0.785		
	X1.5	0.740		
	X1.6	0.753		
	X1.7	0.721		
	X1.8	0.778		
	X1.9	0.760		
	X1.10	0.766		
Influencer Marketing Strategy	X2.1	0.845	> 0.70	Valid
	X2.2	0.814		
	X2.3	0.750		
	X2.4	0.755		
	X2.5	0.800		
	X2.6	0.721		
	X2.7	0.774		
	X2.8	0.835		
Perceived Quality	Z1	0.805	> 0.70	Valid
	Z2	0.775		
	Z3	0.735		
	Z4	0.737		
	Z5	0.714		
	Z6	0.718		
	Z7	0.797		
	Z8	0.806		
	Z9	0.784		
	Z10	0.789		
	Z11	0.748		
	Z12	0.801		
Purchase Decision	Y1	0.858	> 0.70	Valid
	Y2	0.774		
	Y3	0.749		
	Y4	0.772		
	Y5	0.746		
	Y6	0.760		
	Y7	0.790		
	Y8	0.833		

Based on Table, the results of the convergent validity test indicate that all factor loadings of each indicator are considered valid, as all tested values exceed 0.70. This demonstrates that each indicator is able to accurately measure its respective latent variable. Therefore, all tested indicators can be retained for further analysis.

Table 3. Ave Analysis Result

Variabel	AVE	Criteria	Result
Content Marketing	0.577	> 0.50	Valid
Influencer Marketing Strategy	0.621	> 0.50	
Perceived Quality	0.590	> 0.50	
Purchase Decision	0.618	> 0.50	

A variable is considered to meet the criteria if the Average Variance Extracted (AVE) value exceeds 0.50. Based on Table 3, it can be observed that all examined variables Content Marketing, Influencer Marketing Strategy, Perceived Quality, and Purchase Decision have AVE values above 0.50. Therefore, it can be concluded that all latent variables meet the criteria for convergent validity and are categorized as satisfactory.

Table 4. Reability Analysis Result

Variabel	Cronbach's Alpha	Composite Reliability	Result
Content Marketing	0.920	0.932	Reliabel
Strategi Influencer Marketing	0.912	0.929	
Purchase Decision	0.911	0.928	
Perceived Quality	0.937	0.945	

Based on the test results presented in Table 4, all examined variables have Cronbach's alpha and Composite Reliability values greater than 0.70. Therefore, all variables are considered reliable, indicating that each variable is able to consistently represent its respective construct.

Structural Model

Table 5. R Square Result

Variable	R Square	R Square Adjusted	Category
Perceived Quality	0.614	0.610	Medium
Purchase Decision	0.920	0.918	High

Based on the results of the coefficient of determination test above, the Adjusted R² (R Square Adjusted) value from the multiple regression model is used to determine the extent to which the independent variables explain the dependent variable. Based on the table, the Adjusted R Square value is 0.610, which means that 61% of the variation in the Perceived Quality variable can be explained by the two independent variables, namely Content Marketing and Influencer Marketing Strategy. The remaining 39% (100% – 61%) is influenced by other variables outside the scope of this research model.

For the Purchase Decision variable, the Adjusted R Square value is 0.918, indicating that 91.8% of the variation in Purchase Decision can be explained by three independent variables: Content Marketing, Influencer Marketing Strategy, and Perceived Quality. The remaining 8.2% (100% – 91.8%) is influenced by other variables not included in this research model.

Hyphothesis Thesting

Table 6. Hyphothesis Testing Result

Hypothesis	Variabel	Original Sampel	T-Statistics	P-Value	Result
H1	Content Marketing > Perceived Quality	1.031	7.959	0.000	Positive Influence
H2	Strategi Influencer Marketing > Perceived Quality	-0.282	1.972	0.049	Negative and weak influence
H3	Content Marketing > Purchase Decision	0.212	3.096	0.002	Positive Influence
H4	Strategi Influencer Marketing> Purchase Decision	-0.132	2.439	0.015	Negative and weak influence

Hypothesis	Variabel	Original Sampel	T-Statistics	P-Value	Result
H5	Perceived Quality > Purchase Decision	0.879	30.786	0.000	Positive Influence
H6	Content Marketing > Perceived Quality > Purchase Decision	0.906	7.473	0.000	Positive Influence
H7	Strategi Influencer Marketing > Perceived Quality > Purchase Decision	0.248	1.975	0.045	Positive Influence

The hypothesis testing results indicate that Content Marketing has a positive and significant effect on Perceived Quality ($t = 7.959$; $p < 0.05$) and on Purchase Decision ($t = 3.096$; $p < 0.05$), suggesting that informative and engaging content enhances perceived quality and drives purchasing decisions. Meanwhile, Influencer Marketing Strategy shows a significant effect on Perceived Quality ($t = 1.972$; $p < 0.05$) and Purchase Decision ($t = 2.439$; $p < 0.05$), but with a weak negative relationship, indicating that the role of influencers is relatively limited and less effective in strengthening perceived quality and purchase decisions compared to consumers' direct experiences.

Furthermore, Perceived Quality demonstrates a very strong and significant positive effect on Purchase Decision ($t = 30.786$; $p < 0.05$), confirming its role as a key determinant of purchasing behavior. Mediation analysis further reveals that Perceived Quality significantly mediates the relationship between Content Marketing and Purchase Decision with a strong positive effect, and also mediates the relationship between Influencer Marketing Strategy and Purchase Decision positively, although with a relatively weaker influence.

Discussion

The Effect of Content Marketing on Perceived Quality

Based on the results of the hypothesis testing, a t-statistic value of 7.959 (> 1.96) with a p-value of 0.000 (< 0.05) was obtained, indicating that Content Marketing has a significant effect on Perceived Quality. In addition, the Original Sample value of 1.031 shows a positive direction of relationship, meaning that the better the content marketing strategy implemented by Fore Coffee, the stronger its role in shaping consumers' perceived quality of the products or services offered.

Perceived Quality is defined as consumers' perception or evaluation of the overall excellence and quality of a product. Therefore, this perception can be influenced by Content Marketing, particularly through the delivery of information that is relevant, engaging, and valuable to consumers. Content that is able to explain product advantages, preparation processes, and the value offered will help consumers form a positive perception of product quality.

The influence of Content Marketing on Perceived Quality reflects a close relationship between the quality of content presented by Fore Coffee and how consumers assess product quality. The more informative, consistent, and credible the content delivered, the higher the level of perceived quality experienced by consumers. Marketing communication that delivers valuable and relevant information can shape positive perceptions of product or service quality. In the context of content marketing, informative and beneficial content serves as an educational tool that helps consumers evaluate product quality more objectively. Factors such as content relevance to consumer needs, clarity of message, and user experience in accessing digital

content further strengthen the positive relationship between Content Marketing and Perceived Quality.

This finding is also consistent with the Elaboration Likelihood Model (ELM), which suggests that consumers who process information through the central route tend to form quality judgments based on the strength and quality of the message content. Therefore, content that is informative, relevant, and persuasive can enhance consumers' perceptions of product quality.

The findings of this study are consistent with previous research examining the influence of Content Marketing on Perceived Quality. Empirical evidence indicates that Content Marketing has a positive and significant effect on Perceived Quality, demonstrating that high-quality content can strengthen consumers' assessments of product quality. This alignment suggests that the role of Content Marketing is not limited to a specific industry but is also relevant in the food and beverage sector.

In this study, Fore Coffee, as the research object, attempts to build Perceived Quality through the implementation of a Content Marketing strategy that highlights information about raw material quality, menu innovation, and attractive product visualization through digital media. This strategy aims to provide a clear representation of product quality to consumers, thereby creating a positive perception of quality in consumers' minds. Thus, the results of this study strengthen the theoretical foundation that Content Marketing plays an important role in shaping consumers' Perceived Quality, particularly through the delivery of clear, relevant, and audience-oriented information.

The Effect of Influencer Marketing Strategy on Perceived Quality

Based on the hypothesis testing results, a t-statistic value of 1.972 (> 1.96) with a p-value of 0.049 (< 0.05) was obtained, indicating that the Influencer Marketing Strategy has a significant effect on Perceived Quality. These results suggest that the influence of Influencer Marketing Strategy on Perceived Quality is statistically accepted. However, the Original Sample value of -0.282 indicates that the direction of the relationship is negative and weak, meaning that the influence is not strong enough to significantly enhance consumers' perception of Fore Coffee.

Based on Parasocial Interaction Theory, emotional closeness between influencers and their followers can create trust and positive perceptions. However, in the context of this study, such closeness is not sufficiently strong to influence perceived product quality. This difference in findings indicates that the effectiveness of Influencer Marketing highly depends on the level of credibility, relevance, and congruence between the influencer's image and the promoted product. If the influencer does not have a strong association with coffee products or is not perceived as a competent opinion leader in that domain, their influence on perceived quality becomes limited. Previous empirical studies found that influencer marketing has a positive and significant effect on perceived quality and purchase decisions, while influencer credibility and lifestyle congruence with the audience can enhance perceived quality (Fadilah & Jaya, 2024).

Thus, in the context of Fore Coffee, the use of influencers as part of brand communication strategy can be effective in building product quality perception among consumers, particularly younger segments. Therefore, influencer marketing can serve as a strategic tool to strengthen perceived quality through more personal, credible, and relevant message delivery.

The Effect of Content Marketing on Purchase Decision

Based on the results of hypothesis testing, a t-statistic value of 3.096 (> 1.96) and a p-value of 0.002 (< 0.05) were obtained, along with an Original Sample value of 0.212. This indicates

that Content Marketing has a positive and significant effect on Purchase Decision. These findings show that the Content Marketing implemented by Fore Coffee is capable of influencing consumers' purchase decisions, both through the delivery of product information, consistency of brand messaging, and the attractiveness of the content presented.

These results are consistent with the theory that valuable and relevant content can build consumer trust and purchase intention. Empirical evidence also indicates that Content Marketing has a significant effect on purchase decisions, both directly and indirectly through trust mechanisms and electronic word-of-mouth (e-WOM). Engaging content is able to stimulate purchase intention and increase consumer trust, thereby encouraging consumers to make purchasing decisions (Supriatna et al., 2022).

Thus, Content Marketing at Fore Coffee plays an important role as a marketing communication tool that bridges consumer needs with the value offered by the product. Through content that is relevant to consumers' lifestyles, visually appealing, and consistently delivered, Fore Coffee is able to build interest and encourage consumers to make purchasing decisions. Therefore, Content Marketing functions not only as a promotional tool but also as a strategic approach in influencing consumer purchase decisions in a sustainable manner, particularly among young consumers who actively engage with social media.

The Effect of Influencer Marketing Strategy on Purchase Decision

Based on the results of hypothesis testing, a t-statistic value of 2.439 (> 1.96) and a p-value of 0.015 (< 0.05) were obtained, indicating that Influencer Marketing Strategy has a significant effect on Purchase Decision. However, the Original Sample value of -0.132 shows that the direction of the relationship is negative and relatively weak. Despite this, the results indicate that influencer marketing still plays a role in influencing Fore Coffee consumers' purchase decisions.

This influence is likely more related to increasing awareness, initial interest, and brand exposure rather than in-depth evaluation of product quality. This finding is consistent with research conducted by Influencer marketing has been shown to have a significant effect on consumer purchase decisions. The credibility, trustworthiness, and quality of messages delivered by influencers can encourage consumers to make purchasing decisions. Furthermore, authentic and communicative promotional content on TikTok has been found to increase consumers' purchase intention toward promoted products (Khoirunnisa et al., 2024; Majid & Faizah, 2023; Salfa et al., 2024; Salsabila & Sudrajat, 2024).

In this context, Fore Coffee needs to continue leveraging influencer marketing strategically by emphasizing authentic, communicative, and credible content, so that its influence on consumer purchase decisions can be more optimal and sustainable. This strategy not only enhances awareness but also builds consumer trust and loyalty toward the brand.

Thus, this condition can be explained by the nature of coffee products, which are typically purchased based on taste preferences, location, price, and situational needs. Although the statistical influence appears relatively weak, this finding indicates that the effectiveness of influencer marketing depends on product type and consumer behavior. Therefore, influencer marketing can influence purchase decisions, but its effectiveness is contingent upon the alignment between influencers, product characteristics, and consumer preferences.

The Effect of Perceived Quality on Purchase Decision

Based on the results of hypothesis testing, a t-statistic value of 30.786 (> 1.96) and a p-value of 0.000 (< 0.05) were obtained. In addition, the Original Sample value of 0.897 indicates that Perceived Quality has a positive and highly significant effect on Purchase Decision.

These findings indicate that the higher the level of perceived quality experienced by consumers toward Fore Coffee products, the greater the likelihood that consumers will make a purchase decision. Perceived quality becomes an important factor in shaping consumer confidence and preferences toward a brand.

Perceived Quality has a significant effect on purchase decisions, particularly for products with relatively high consumer involvement (Melinia et al., 2024). Similarly, founded that Perceived Quality significantly influences purchase decisions for Daviena Skincare products on TikTok Shop (Fadilah & Jaya, 2024). These consistent findings indicate that perceived quality is a critical determinant of purchase decisions across different industries, including both coffee and beauty products.

Thus, it can be concluded that Perceived Quality is an important determinant related to coffee taste, service quality, product innovation, and in-store experience, all of which can drive consumer purchase decisions. Furthermore, it not only encourages repeat purchases but also motivates consumers to recommend Fore Coffee to others. Therefore, efforts to maintain and communicate product quality are crucial for the company.

The Effect of Content Marketing on Purchase Decision through Perceived Quality

Based on the results of hypothesis testing, a t-statistic value of 7.473 (> 1.96) and a p-value of 0.000 (< 0.05) were obtained. In addition, the Original Sample value of 0.906 indicates that Perceived Quality significantly mediates the relationship between Content Marketing and Purchase Decision.

These results indicate that Content Marketing not only directly influences purchase decisions but also indirectly through improving Perceived Quality. Informative and high-quality content is able to shape positive perceptions of quality, which in turn encourages consumers to make purchase decisions.

From a managerial perspective, these findings suggest that Fore Coffee should focus its Content Marketing strategy on content that is action-oriented (call-to-action), informative, and relevant to current consumer needs. Although enhancing perceived quality remains important for long-term brand building, content strategies that emphasize practicality, convenience, and direct offers are considered more effective in directly driving purchase decisions.

This finding is supported by research conducted by the previous studies, which states that Content Marketing significantly affects purchase decisions through perceived value as an intervening variable (Maharani, 2025). Informative and high-quality content can build perceived service quality, which ultimately influences purchase decisions found that (Mufidah et al., 2024). Further strengthens this finding by stating that Content Marketing can influence purchase decisions through the formation of positive product perceptions as a mediating variable.

Thus, the results of this study confirm that for Fore Coffee, presenting informative, consistent, and visually appealing content can enhance consumers' Perceived Quality, which plays a mediating role in the relationship between Content Marketing and purchase decisions.

The Effect of Influencer Marketing Strategy on Purchase Decision through Perceived Quality

Based on the results of hypothesis testing, a t-statistic value of 1.975 (> 1.96) and a p-value of 0.045 (< 0.05) were obtained. In addition, the Original Sample value of 0.248 indicates that Perceived Quality significantly mediates the relationship between Influencer Marketing Strategy and Purchase Decision.

These findings indicate that the influencer marketing strategy implemented can shape consumers' perceived quality, which in turn drives purchase decisions through enhanced quality perception.

The results show that in the context of Fore Coffee, influencer marketing not only attracts consumer attention but also encourages consumers to make purchase decisions first, which subsequently contributes to the formation of perceived product quality. This means that consumers' perceived quality of Fore Coffee tends to be formed after they make a purchase and directly experience the product, rather than solely from exposure to influencer content. This is consistent with the experiential nature of coffee products, where quality is more easily evaluated through direct experience.

These findings are consistent with studies by, which state that Perceived Quality acts as a mediating variable in the relationship between Influencer Marketing and purchase decisions (Tanjung & Komariah, 2025). Differences in findings suggest that the effectiveness of influencer marketing depends on industry context, consumer characteristics, and the relevance and credibility of the influencers used.

Thus, it can be concluded that in the context of Fore Coffee, Perceived Quality acts as a mediator in the relationship between Influencer Marketing Strategy and Purchase Decision. Therefore, influencer marketing not only functions as a tool to increase awareness but also contributes indirectly to shaping perceived quality through consumer purchase decisions.

Conclusion

This study aimed to analyze the influence of content marketing and influencer marketing on purchase decisions through perceived quality among Fore Coffee consumers in the Jabodetabek area. The findings confirm that content marketing has a positive and significant effect on perceived quality and purchase decisions. Informative, relevant, and consistent digital content successfully strengthens consumers' perceptions of product quality and encourages purchasing behavior. In contrast, influencer marketing shows a significant but weak and negative relationship with perceived quality and purchase decisions, indicating that consumers in the upper-middle segment are more critical toward promotional endorsements and place greater importance on authenticity and congruence between influencers and brand values.

The study also demonstrates that perceived quality is the strongest determinant of purchase decisions and acts as a significant mediating variable between digital marketing strategies and purchasing behavior. These findings confirm that the effectiveness of digital marketing strategies depends not only on promotional exposure but also on the ability to build strong consumer perceptions regarding product quality and overall consumption experience.

From a managerial perspective, the results imply that Fore Coffee should prioritize high-quality and educational content while maintaining consistency in brand communication across digital platforms. The company should also adopt a more selective approach in choosing

influencers whose credibility and lifestyle align with the brand image. In addition, maintaining consistent product and service quality is essential to ensure that consumer experiences match the expectations created through digital communication.

This study is limited to Fore Coffee consumers in the Jabodetabek area and focuses only on content marketing, influencer marketing, perceived quality, and purchase decisions. Future research is recommended to include additional variables such as brand trust, customer satisfaction, and brand loyalty, as well as broader geographical coverage and comparative studies across different coffee brands to enhance the generalizability of findings.

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