Analyzing the Impact of Content Marketing, Instagram Social Media, and Customer Reviews on Repeat Purchases: A Case Study of PT Jokopi Indonesia Group

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Abstract:

This study investigates the impact of content marketing, Instagram social media, and customer reviews on repeat purchases at PT Jokopi Indonesia Group, a coffee shop chain in Surabaya. Employing an associative research approach with a quantitative method, the study involved 200 Jokopi customers in Surabaya City with a purchase history of more than 2 times, selected through purposive sampling.The findings revealed that individually, content marketing, Instagram social media, and customer reviews significantly influence repeat customer purchases. Moreover, collectively, these three variables also exhibit a significant impact on repeat purchases. Hence, it can be inferred that content marketing strategies, Instagram social media presence, and customer reviews play a pivotal role in fostering customer loyalty and encouraging repeat purchases at Jokopi coffee shops.

Keywords: *Content Marketing, Instagram Social Media, Customer Review, Repeat Purchase*

1. Introduction

Indonesia, with its ideal geographical conditions for Arabica coffee cultivation, stands as one of the largest coffee producers globally. The significance of coffee in the Indonesian economy is underscored by its increasing consumption alongside economic advancement (Gunawan & Syahputra, 2020). The proliferation of coffee businesses reflects its integration into societal norms, driven by lifestyle shifts and a burgeoning middle class, intensifying competition within the coffee shop sector.

Understanding consumer behavior is pivotal in aligning products with market demands to avoid creating non-conforming products, thus influencing purchasing decisions (Al-Abbadi et al., 2022). Instagram emerges as a potent platform for businesses to engage directly with customers, foster positive interactions, and expand marketing reach (Rizky & Dewi Setiawati, 2020). Leveraging content marketing, businesses can strategically convey brand messages and influence customer engagement and purchase interest (Mahendra & Nugroho, 2020).

Instagram, as a widely accessible social media platform, offers coffee businesses the avenue to showcase products, captivate potential customers with compelling visuals,

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and articulate brand identity by narrating business history and values (Permana & Sutedja, 2021). Customer reviews wield significant influence in the age of social media and online rankings, serving as crucial knowledge sources for prospective buyers (Hidayati in Putri et al., 2022).

Repeat purchases are pivotal for fostering brand loyalty and ensuring revenue sustainability (Fauzi & Ali 2021). PT Jokopi Indonesia Group, renowned for its "storytelling and culture" tagline, emerges as a prominent coffee shop chain in Surabaya. With multiple branches, including one at Jalan Dinoyo No. 83B Surabaya, since 2017, PT Jokopi Indonesia Group actively utilizes Instagram (@jo.ko.pi) to bolster brand presence and engage customers effectively (Augustinah & Widayati, 2019).

In the context of this study, the research gap can be identified from the focus of previous research that has not specifically examined how the interaction between content marketing (Dastane 2020; Alwan & Alshurideh 2022), Instagram social media (Aji et al., 2020; Rizka & Hidayatulloh 2020), and customer reviews (Dwidienawati et al., 2020; Tran 2020) impacts repeat customer purchases in the coffee business environment such as PT Jokopi Indonesia Group in Surabaya. Previous studies may have investigated individual aspects of marketing strategies such as content marketing or the influence of Instagram on consumer behavior, but there has been no study specifically exploring how these three factors interact together and influence repeat customer purchases. Therefore, the research gap in this context is the lack of understanding of how the integration of content marketing, Instagram social media, and customer reviews affects repeat customer purchase decisions in the coffee business context.

The novelty of this research lies in the adoption of a new approach that attempts to fill this knowledge gap by combining analysis of how content marketing, Instagram social media, and customer reviews can synergistically influence repeat customer purchase decisions in the coffee industry. This study seeks to highlight the importance of a holistic understanding of digital marketing strategies in enhancing customer loyalty and opening opportunities for coffee businesses to optimize the use of digital platforms such as Instagram. Thus, the novelty of this research lies in its comprehensive approach to factors influencing repeat customer purchases in the context of the coffee business, as well as efforts to integrate research findings into a foundation for the development of more effective and sustainable marketing strategies.

Driven by the desire to scrutinize PT Jokopi Indonesia Group's utilization of Instagram social media and customer reviews in enhancing repeat purchases, this study aims to analyze the interplay between content marketing, Instagram social media, and customer reviews at PT Jokopi Indonesia Group, Surabaya

2. Theoretical Background

Repeat Purchase

Repeat purchase, as defined by Erkan and Evans (2016), denotes the psychological bond formed by customers with a particular service or product, leading to their intention to make subsequent purchases from the same company (Huang et al., 2021). It is a critical aspect studied in marketing research, reflecting the loyalty and satisfaction of customers towards a brand or company. Understanding repeat purchase behavior is essential for businesses as it provides insights into customer preferences, decision-making processes, and factors influencing brand loyalty.

The concept of repeat purchase underscores the importance of building strong relationships with customers and delivering consistent value to retain their patronage over time (Yuan et al., 2021). By encouraging repeat purchases, companies can not only increase revenue but also benefit from positive word-of-mouth marketing and enhanced brand reputation (Bimaruci et al., 2020). Therefore, investigating the factors that influence repeat purchases, such as content marketing, Instagram social media presence, and customer reviews, is integral to devising effective marketing strategies and fostering long-term customer relationships.

Content Marketing on Repeat Purchase

Content marketing or content marketing is one strategy related to creating and publishing content on the site website and social media. When a business person uses a strategy Content Marketing, meaning they seek to reach clients at appropriate stages of the buying process, starting with creation, allocation, sharing, and content approach (Alkharabsheh &; Ho Zhen, 2021). In this case Content Marketing Very influential on brand loyalty (Brand Loyalty). Because Content Marketing Emphasizes on creating and disseminating content that is informative to a brand, relevant and useful to customers.

Content marketing refers to marketing strategies that utilize creative and informative content to attract attention and influence consumer behavior. In the context of PT Jokopi Indonesia Group, content marketing may include engaging content about coffee, stories behind the products, coffee drink recipes, information about the origin of coffee, and cultural values associated with the Jokopi brand. Through this content, PT Jokopi Indonesia Group aims to build strong relationships with customers, increase brand awareness, and encourage repeat purchases.
H1: There is a positive relationship between content marketing and repeat purchases in PT Jokopi Indonesia Group customers.

Social Media Instagram on Repeat Purchase

Kotler and Keller state that "*Social media are means for consumers to share text, image, audio, and video information with each other's and with companies and versa. Social media allow marketers to establish a public voice and a presence on the web and reinforce other communication activities*."This statement shows that social media

provides a channel for customers to communicate with businesses and each other by sharing information, text, voice, and photos.

Instagram social media serves as a platform for PT Jokopi Indonesia Group to engage with its customers, showcase its products, share captivating visual content, and foster a sense of community around its brand. Through Instagram, the company can interact directly with customers, respond to their inquiries, receive feedback, and promote special offers or events. By maintaining an active and engaging presence on Instagram, PT Jokopi Indonesia Group can enhance customer loyalty, strengthen brand awareness, and ultimately influence repeat purchases.

H2: There is a positive relationship between Instagram social media usage and repeat purchases in PT Jokopi Indonesia Group customers.

Customer Reviews

One of the many elements that influence one's buying choice is review. Customer reviews are very influential on the Company's reputation. Positive reviews can boost a company's reputation, win the trust of potential customers, and increase sales. However, negative reviews can undermine consumer confidence and hurt a business's brand.

Customer reviews play a crucial role in influencing the purchasing decisions of potential customers. Positive reviews can enhance the reputation of PT Jokopi Indonesia Group, instill trust in the quality of its products and services, and encourage new customers to make their first purchase. Furthermore, for existing customers, positive reviews can reinforce their satisfaction with previous purchases, thereby increasing the likelihood of repeat purchases. Conversely, negative reviews may deter potential customers and diminish the likelihood of repeat purchases among existing customers.

H3: There is a positive relationship between customer reviews and repeat purchases in PT Jokopi Indonesia Group customers

3. Methodology

The methodology employed in this study is an associative research design with a quantitative approach, aiming to gather data from a specific sample within the population. The variables under investigation include content marketing, Instagram social media usage, customer reviews, and repeat purchases. The target population comprises customers of Jokopi coffee shops located in Surabaya City, who have made purchases on more than two occasions.

The study aims to gather responses from 200 customers of PT Jokopi Indonesia Group, chosen through the distribution of questionnaires at Jokopi coffee shops in Surabaya. The respondents range in age from under 17 years to over 32 years, ensuring a diverse representation of customers.

Researchers utilized the Non-Probability Sampling Technique, employing the Purposive Sampling method to select respondents based on predetermined criteria. The data collected for analysis is primary data, obtained directly from the respondents through the questionnaire survey.

To test the formulated hypotheses, the following statistical methods are employed:
1. Research Instrument Test: Ensuring the reliability and validity of the research instrument used for data collection.
2. Classical Assumption Test: Checking the assumptions underlying the regression analysis, such as normality, linearity, and homoscedasticity.
3. Coefficient of Determination Test (R^2): Assessing the proportion of the variance in the dependent variable (repeat purchases) explained by the independent variables (content marketing, Instagram social media, and customer reviews).
4. Multiple Linear Regression Analysis: Employing regression analysis to examine the relationship between the independent and dependent variables while controlling for other factors.
5. Hypothesis Test: Conducting hypothesis testing to determine the significance of the relationship between content marketing, Instagram social media, customer reviews, and repeat purchases

4. Empirical Findings/Result

The results of the questionnaire, which was distributed using Google Form, were obtained from 200 respondents out of the total 200 questionnaires distributed. All collected questionnaires were successfully processed. Among the respondents, 124 individuals, constituting 61.7% of the total, were female, while 77 respondents, representing 38.3% of the sample, were male.

Regarding the age distribution of the respondents, the majority fell within the age bracket of 21 to 25 years, comprising 129 individuals or 64.5% of the total respondents. Following closely, 64 respondents, accounting for 32% of the total, encompassed a wider age range, spanning from under 20 to 50 years old. Additionally, there were 3 respondents, constituting 1.5%, aged above 30 years, and 18 respondents, totaling 9%, were between 26 and 30 years old.

Research Instrument Test Results
Validity Test
The validity test results for each indicator of the independent variable and the dependent variable can be seen in the table below:

Table 1. Validity Test Results

Variable	Item	Pearson Correlation (r hitung)	r table	Information
Content Marketing (X1)	X1.1	0,708	0,138	Valid
	X1.2	0,750	0,138	Valid
	X1.3	0,671	0,138	Valid
	X2.1	0,714	0,138	Valid

Social Media Instagram (X2)	X2.2	0,690	0,138	Valid
	X2.3	0,699	0,138	Valid
	X2.4	0,638	0,138	Valid
Customer Review (X3)	X3.1	0,581	0,138	Valid
	X3.2	0,647	0,138	Valid
	X3.3	0,679	0,138	Valid
	X3.4	0,697	0,138	Valid
Repeat Purchase (Y)	Y.1	0,611	0,138	Valid
	Y.2	0,734	0,138	Valid
	Y.3	0,603	0,138	Valid
	Y.4	0,740	0,138	Valid

Source: SPSS data processing, 2023

Because the correlation value is greater than the r table, the validity test based on respondents' responses shows that all variables are valid. Therefore, it can be concluded that all research variables are valid.

Reliability Test
The following Reliability Test results can be seen in the table below:

Table 2. Reliability Test Results

Variable	Cronbach' Alpha	Information
Content Marketing (X1)	0,677	Reliabel
Social Media Instagram (X2)	0,624	Reliabel
Customer Review (X3)	0,681	Reliabel
Repeat Purchase (Y)	0,600	Reliabel

Source: SPSS data processing, 2023

The variable is said to be reliable if the value of the reliability coefficient of the instrument obtained is greater than 0.60. Each questionnaire question whose value is > 0.60 indicates reliable, according to the table of reliability test results. As a result, all responses of respondents to this study are valid and reliable, making it suitable for use as a research instrument.

Classical Assumption Test Results
Normality Test
Here are the normality test results which can be seen in the graph below:

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		200
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.42488855
Most Extreme Differences	Absolute	.063
	Positive	.047
	Negative	-.063
Kolmogorov-Smirnov Z		.890
Asymp. Sig. (2-tailed)		.406
a. Test distribution is Normal.		
b. Calculated from data.		

Source: SPSS data processing, 2023

Based on the results of the Normality Test above, the significance value of Asymp.Sig is obtained. (2-tailed) of 0.406 > 0.05. Thus, it can be said that the normal distribution applies to residual values.

Multicollinearity Test

Based on the results analyzed with SPSS 29, tolerance and VIF values for each variable are obtained, as in the table below:

Table 4. Multicollinearity Test Results

| Coefficients[a]			
	Type	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Content Marketing	.601	1.663
	Social Media Instagram	.691	1.448
	Customer Reviews	.577	1.732
a. Dependent Variable: Repeat Purchase			

Source: SPSS data processing, 2023

The following is a table of test results and VIF values for each variable, namely content marketing of 1,663, Instagram social media of 1,448, and customer review of 1,732. Therefore, if the VIF value is >10, it can be concluded that there is no multicollinearity between independent variables in this study.

Heterokedasticity Test

The results of the heteroscedasticity test are shown in the figure below:
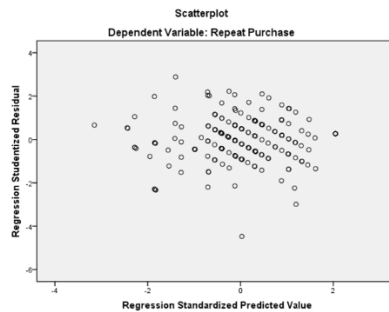
Figure 5. Heterokedasticity Test Results
Source: SPSS data processing, 2023

Heteroscedasticity occurs when the dots form a certain pattern, whereas there is no heteroscedasticity if the dots do not form a pattern. Based on the test findings, if the significance value is > 0.05, then there is no concern of heteroscedasticity if < 0.05 then there is.

Autocorrelation Test
The Durbin Watson test was used in the autocorrelation analysis of this study. Here are the results of the autocorrelation test:

Table 6 Autocorrelation Test Results

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
dimension0	1.755[a]	.570	.564	1.43575	1.828

a. Predictors: (Constant), Customer Review, Social Media Instagram, Content Marketing

b. Dependent Variable: Repeat Purchase

Source: SPSS data processing, 2023

The DW value obtained at 1.828 can be seen from the results of the researchers' autocorrelation test. If the DW number obtained is between -2 and +2, it can be concluded that there is no autocorrelation.

Test Coefficient of Determination (R^2)
The following are the results of the coefficient of determination test.

Table 7. Coefficient of Determination Test Results

Model Summary[b]						
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
dimension0	1	.755[a]	.570	.564	1.43575	1.828

a. Predictors: (Constant), Customer Review, Social Media Instagram, Content Marketing

b. Dependent Variable: Repeat Purchase

Source: SPSS data processing, 2023

Based on the results of the coefficient of determination test, an Adjusted R Square value of 0.564 was obtained, meaning that 56.4% of the variation in the independent

variable, namely Repeat Purchase can be explained by three variations of the dependent variable, namely Content Marketing, Social Media Instagram and Customer Review. While the rest (100% - 56.4% = 43.6%) was explained by other variables outside the study.

Multiple Linear Regression Analysis Results

The following are the results of multiple linear regression analysis.

Table 4. Multiple Linear Regression Analysis Results

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.858	.905		2.052	.042
Content Marketing	.245	.079	.188	3.119	.002
Social Media Instagram	.239	.053	.252	4.478	.000
Customer Review	.466	.063	.454	7.370	.000

a. Dependent Variable: Repeat Purchase

Source: SPSS data processing, 2023

Based on the table above, the linear equation is calculated as follows:

$Y = Bo + B1X1 + B2X2 + B3X3$

$Y = 1.858 + 0.245 + 0.239 + 0.466$

Based on the results of the multiple linear regression test, the results obtained by the researcher are:

1. The value of the constant (α) is 1.858 with a positive sign.
2. The value of the Regression coefficient of the Content Marketing variable has a value of 0.245 with a positive sign.
3. The value of the regression coefficient of the Instagram Social Media variable has a value of 0.239 with a positive sign.
4. The value of the regression coefficient of the Customer Review variable has a value of 0.466 with a positive sign.

Hypothesis Test Results

T Test

The following are the results of the T test.

Table 8. T Test Results

Coefficients[a]

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.858	.905		2.052	.042
	Content Marketing	.245	.079	.188	3.119	.002
	Social Media Instagram	.239	.053	.252	4.478	.000
	Customer Review	.466	.063	.454	7.370	.000

a. Dependent Variable: Repeat Purchase

Source: SPSS data processing, 2023

Based on the table above, it can be seen that:

1. The Content Marketing variable (X1) has a calculated t of 3.119 and a sig. value of 0.002. This shows that there is a rather positive and large influence between the Content Marketing Variable (X1) on the Repeat Purchase Variable (Y), with t count 3.119 > t table 1.972 and sig value 0.002 < 0.05.
2. The Instagram Social Media variable has a t count of 4.478 and a sig. value of 0.000. This shows that there is a positive and partially significant influence of the Instagram Social Media Variable (X2) on the Repeat Purchase Variable (Y), with t count 4.478 > t table 1.972 and sig value 0.000 < 0.05.
3. **The Customer Review variable has a calculated t value of 7.370 and a sig. value of 0.001. This shows that there is a positive and large influence of the Customer Review Variable (X3) on the Repeat Purchase Variable (Y), with t calculated at 7.370 < t table 1.972 and a sig value of 0.000 < 0.05.**

Test F

The following are the results of the F test.

Table 5. F Test Results

Type	Sum of Squares	Df	Mean Square	F	Sig.
ANOVAᵇ					
Regression	536.449	3	178.816	86.746	.000a
Residuals	404.031	196	2.061		
Total	940.480	199			

a. Predictors: (Constant), Customer Review, Social Media Instagram, Content Marketing

b. Dependent Variable: Repeat Purchase

Source: SPSS data processing, 2023

Based on the results of the F test, a sig. value of 0.000 < 0.05 or a calculated f value of 86.746 > f table 2.65. This means that H0 is rejected and H1 is accepted, so that the Content Marketing (X1), Instagram Social Media (X2) and Customer Review (X3) variables affect the Repeat Purchase Variable (Y).

Discussion

1. The Effect of Content Marketing on Customer Repeat Purchases

The results of the hypothesis testing indicate a significant relationship between content marketing and repeat purchases. Content marketing serves as a bridge between businesses and consumers, aiming to engage users and persuade them to make purchases indirectly. Through compelling content, businesses can attract the attention of potential customers and cultivate positive interactions. This finding aligns with previous research highlighting the role of content marketing in influencing consumer behavior and fostering brand loyalty. By strategically crafting content that resonates with their target audience, businesses can enhance their chances of encouraging repeat purchases. This finding is supported by previous research conducted by Geng et al. (2020), who emphasized the significant role of content marketing in influencing consumer behavior and driving repeat purchases.

2. The Influence of Instagram Social Media on Repeat Customer Purchases

The analysis reveals a substantial impact of Instagram social media on repeat purchases. Instagram provides businesses with a platform to communicate directly with consumers, fostering word-of-mouth recommendations and bolstering brand loyalty. This finding underscores the importance of social media engagement in shaping consumer perceptions and influencing their purchasing decisions. Previous studies have also emphasized the role of social media platforms like Instagram in enhancing brand visibility and facilitating customer engagement, which ultimately contributes to repeat purchases. The observed impact of Instagram social media on repeat purchases aligns with the findings of Ibrahim & Aljarah (2023), who highlighted the effectiveness of Instagram as a marketing tool in generating positive interactions and expanding brand reach

3. The Effect of Customer Reviews on Customer Repeat Purchases

The results demonstrate a significant relationship between customer reviews and repeat purchases. Positive reviews can significantly influence consumer perceptions and encourage prospective buyers to try a product or service. Consumers often rely on reviews to inform their purchasing decisions, and favorable reviews can instill confidence and trust in a brand. This finding reinforces the impact of customer feedback on consumer behavior, as well as the importance of maintaining a positive online reputation. Businesses that actively manage and encourage positive customer reviews are more likely to attract repeat purchases and foster long-term customer relationships. The significant influence of customer reviews on repeat purchases is consistent with the findings of Syafaruddin (2021), who underscored the role of positive reviews in shaping consumer perceptions and driving repeat business

5. Conclusions

Based on the comprehensive analysis and findings of this research, it can be concluded that the variables of Content Marketing, Instagram Social Media, and Customer Reviews collectively exert a significant influence on the Repeat Purchase Variable at PT Jokopi Indonesia Group. This suggests the interconnectedness of these marketing elements in shaping consumer behavior and driving repeat purchases. Specifically, the Content Marketing variable exhibits a noteworthy partial effect on the Repeat Purchase Variable, underscoring the importance of implementing effective content marketing strategies tailored to the preferences and interests of the target audience to enhance repeat business. Similarly, the Instagram Social Media Variable demonstrates a partial yet significant impact on the Repeat Purchase Variable, highlighting the pivotal role of leveraging Instagram as a powerful marketing tool to engage customers, foster brand loyalty, and ultimately influence their purchasing decisions. Furthermore, the Customer Review variable also displays a significant partial effect on the Repeat Purchase Variable, emphasizing the importance of cultivating positive customer reviews and testimonials to bolster brand reputation, instill consumer trust, and drive repeat sales.

Based on these research findings, several practical recommendations can be proposed for consideration. The study underscores the critical significance of content marketing, Instagram social media, and customer reviews in driving repeat purchases at PT Jokopi Indonesia Group. It is imperative for the company to continually refine and adapt its marketing strategies to stay abreast of evolving consumer trends and preferences. Additionally, this research serves as a valuable groundwork for future investigations aimed at addressing existing data gaps. It is advisable to augment the research methodology by incorporating qualitative data collection methods such as interviews, thereby offering a more comprehensive, objective, and accurate understanding of consumer behavior and purchasing patterns

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