
Analysis of the Influence of Tiktok Content Type on Memories Coffee Purchase Decisions in Generation Z with Engagement Rate Moderation

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Abstract:

This study aims to examine the influence of various TikTok content types on the purchase decision of Kopi Kenangan among Generation Z consumers, with engagement rate serving as a moderating variable. As one of the most dominant social media platforms among Gen Z, TikTok offers unique marketing opportunities through short-form, interactive, and viral content. Employing a quantitative and causal research design, this study collected data from 167 Gen Z respondents in Jabodetabek who have been exposed to Kopi Kenangan's TikTok content. The content types examined include product reviews, challenges & hashtags, storytelling & brand awareness, and promotional content. Purchase decisions were measured using indicators such as buying intention, brand preference, recommendation, actual purchase, and post-purchase satisfaction. Data were analyzed using PLS-SEM with a two-stage moderation approach. Findings reveal that all four types of TikTok content positively influence purchase decisions, with product reviews exerting the strongest impact. Furthermore, engagement rate significantly moderates the relationship between specific content types and purchase decisions. The study offers valuable insights for F&B digital marketers in crafting TikTok content strategies that are both engaging and conversion-driven.

Keywords: *TikTok Content, Generation Z, Purchase Decision, Engagement Rate, Kopi Kenangan*

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INTRODUCTION

The digital revolution in the last decade has fundamentally changed the marketing landscape. Marketing is shifting from traditional media to digital platforms as the number of internet and social media users around the world increases (Faverio & Sidoti, 2024; Francis & Hoefel, 2018). Social media is now a strategic channel for companies to reach consumers; even in 2022, around 33% of total global digital advertising spending was allocated to social media (Kedet, 2024). This confirms that presence on social media is no longer a complement but a must for modern brands in building brand awareness and consumer engagement (Abidin, 2016; Bassiouni & Hackley, 2022; Chaffey, 2019).

One of the fastest-growing and most influential social media platforms in digital marketing is *TikTok*. Launched in 2016, *TikTok* has quickly experienced exponential growth. As of January 2025, *TikTok* is recorded to have more than 1.04 billion monthly active users globally (Team, Backlinko, 2025), making it one of the fastest-growing social networks in history. *TikTok*'s popularity is driven by creative short video formats and algorithms that present content according to users' interests in a personalized manner.

TikTok has not only become an entertainment platform but has also changed consumer behavior in seeking information and product recommendations, especially among Generation Z (Efendi & Guide, 2025). This phenomenon can be seen from the statement of Google's vice president, who revealed that almost 40% of young people now choose to open *TikTok* or Instagram when looking for a place to eat lunch, instead of using Google search (Rosadi, 2023). With the integration of e-commerce features such as *TikTok* Shop, this platform is increasingly dominant as a complete ecosystem from content to transactions (Dessart & Pitardi, 2021; Dimock, 2019).

In the Food & Beverage (F&B) industry, *TikTok* has emerged as a marketing channel with great potential to increase brand awareness and sales. The character of F&B content—visual and easy to share—is in line with *TikTok*'s viral culture. Various F&B brands have taken advantage of *TikTok* to reach consumers in a more organic and entertaining way. Content around food and beverages often attracts millions of viewers on *TikTok*. As a result, brands can gain wide exposure in a short time through viral marketing mechanisms.

Kopi Kenangan is one of the largest original coffee retailers from Indonesia, developing very rapidly. In seven years of its presence, it has succeeded in opening 900 outlets until August 2024 and targets 2,000 outlets by 2027 (Kopi Kenangan, 2024). The rapid growth in 2024 is also shown by EBITDA growth in the second quarter, which increased by 27% YoY compared to the second quarter of 2023. The increase in the trend of coffee sales is supported by an increase in sales from digital channels. In the second quarter of 2024, 41.70% of sales came from digital channels (Kopi Kenangan, 2024).

Based on survey data conducted by JakPat from December 6–9, 2024, regarding the proportion of Gen Z respondents and their coffee brand consumption, the café coffee brand most consumed by Gen Z is *Kopi Kenangan*, with a proportion of 60% of the total Gen Z who consume café coffee (Santika, 2025).

Generation Z, born between 1997 and 2012, is the largest demographic group in Indonesia. According to data from the Central Statistics Agency (BPS) from the 2020 Population Census, their number reached around 71.51 million people, or 26.46% of Indonesia's total population. Based on the Indonesian Internet Survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2024, internet penetration in Generation Z reached 87.02%, contributing 34.40% to overall internet penetration throughout Indonesia.

As digital-savvy consumers, Gen Z shows several preferences regarding social media-based marketing—they favor visual and video-oriented content, interactivity, participatory formats, authenticity and transparency, and personalized experiences (Francis & Hoefel, 2018). These preferences and characteristics affect how Gen Z responds to *TikTok* content in their purchasing decisions (Ghozali, 2018; Hawkins & Mothersbaugh, 2019).

Although marketing practices through *TikTok* in the F&B industry are already widespread, a literature review shows a gap in academic research in this specific area (Hayes, 2018; Huang et al., 2021; Keller, 2013). Most previous research on social media marketing has focused on platforms like Facebook or Instagram or discussed social media in general without examining each

platform in detail (Putri, 2024; Valiant, 2022). *TikTok* as a new phenomenon has not been widely used as an object of scientific study, especially in the specific context of *TikTok* content types and their impact on purchasing decisions in the F&B sector (Molleda, 2010; Pamungkas, 2020).

Previous studies on content marketing, engagement, and purchase decisions for *Kopi Kenangan* have only focused on Instagram platforms and social media in general. There has been no research focused on the *TikTok* platform, nor any studies examining which type of content is most effective in driving consumer purchase intention, especially for Generation Z consumers.

Based on this background, this study aims to analyze the influence of various types of TikTok content (product reviews, challenges & hashtags, storytelling & brand awareness, and promotion) on the purchase decision of *Kopi Kenangan* products in Generation Z consumers, with engagement rate as a moderation variable.

METHOD

This study used quantitative methods with descriptive and causal approaches. Quantitative research was chosen to objectively measure the relationships between variables using numerical data obtained through surveys (Sekaran & Bougie, 2016). The descriptive approach provided an overview of the characteristics of respondents and variables studied, while the causal approach examined the influence between variables.

The population consisted of active *TikTok* users aged 18–27 years (Generation Z) domiciled in Greater Jakarta. Participants were required to be familiar with *Kopi Kenangan*, either as followers of the official *Kopi Kenangan*

TikTok account or as potential consumers. Purposive sampling was used, selecting respondents based on criteria aligned with the research objectives (Sekaran & Bougie, 2016). Specifically, respondents were active TikTok users aged 18–27 years, living in Greater Jakarta, and familiar with the *Kopi Kenangan* brand.

Following Hair et al.'s (2014) guideline of 5 to 10 times the number of variable indicators for multivariate studies, with about 30 indicators used, a target sample size ranged from 150 to 300 respondents. The final sample included 167 respondents who met the criteria.

The main instrument was a structured questionnaire distributed online via Google Forms. It used a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree) to measure respondents' levels of agreement with the statements (Sugiyono, 2016).

Data analysis employed Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS software version 3. SEM-PLS is a variant-based multivariate technique that models relationships between latent constructs and measurable indicators and fits research with predictive and exploratory aims, especially with complex models involving moderation (Hair et al., 2014).

The analysis proceeded in two stages: (1) testing the measurement model (outer model) to assess validity and reliability of latent constructs, and (2) testing the structural model (inner model) to examine relationships between latent constructs, including moderation effects.

RESULTS AND DISCUSSION**Evaluation of Measurement Models (*Outer Model*)**

The convergent validity was tested through the outer loading and Average Variance Extracted (AVE) values. The results of the analysis showed that the outer loading value for all indicators was above the threshold of 0.70. This indicates that each indicator has a strong contribution in explaining its constructs. The results of the AVE calculation show that all constructs in the model have an AVE value above 0.50, which ranges from 0.701 to 0.807. An AVE value of ≥ 0.50 indicates that more than 50% of the indicator's variance can be explained by constructs, so the convergent validity of this model has been thoroughly met.

Table 1. Convergent Validity Results

Construct	Outer Loading (min - max)	AVE
Product Reviews (X1)	0,852 - 0,897	0,773
Challenge & Hashtag (X2)	0,787 - 0,832	0,701
Storytelling & Brand (X3)	0,868 - 0,922	0,807
Promotions (X4)	0,866 - 0,907	0,784
Engagement Rate (M)	>0.700	>0.700
Purchase Decision (Y)	>0,700	>0,700

source: processed data

The validity of the discriminator was tested using the Fornell-Larcker Criterion and Cross Loading. Based on the results of data processing, the validity of the discriminator can be assessed through the square root value of the Average Variance Extracted (AVE) of each construct. The results show that all diagonal values are higher than the other horizontal/vertical correlation values in those rows/columns and no correlation values between constructs are found that exceed their AVE root values. The model has met the discriminant validity based on the Fornell-Larcker criteria.

The results of the reliability analysis showed that all constructs had Cronbach's Alpha, rho_A, and Composite Reliability values > 0.70 . This indicates that the indicators in each construct are able to provide consistent and stable measurement results for this study.

Evaluation of Structural Models (*Inner Model*)

The determination coefficient (R-Square) obtained for the Purchase Decision variable (Y) was 0.751, while the R-Square Adjusted value was recorded at 0.736. The R-Square value of 0.751 indicates that 75.1% of the variability of consumer purchase decisions (Y) can be explained by the types of TikTok content (X1–X4), Engagement Rate (M), and the moderation interaction between the content and the engagement rate used in the model.

Table 2. Coefficient of Determination

Variable Dependency	R ²	Adjusted R ²
Purchase Decision (Y)	0,751	0,736

source: processed data

Predictive relevance (Q^2) was obtained through the blindfolding procedure and was used to determine the model's ability to predict dependent variables. Based on the SmartPLS output, the Q^2 value for the Y variable was 0.674. This value is high and shows that this research model has excellent predictive ability in explaining purchasing decisions (Y) based on the input variables used.

Hypothesis Test

The structural model was analyzed using the bootstrapping method with 5000 subsamples in SmartPLS software. This test aims to determine the influence of each independent variable (TikTok content type) and engagement rate moderation on purchase decisions (Y). Significance was determined based on a t-statistical value of > 1.96 and a p-value < 0.05 .

Table 3. Hypothesis Testing Results

Hypothesis	Relationship Pathway	Coefficients (β)	T-Statistics	p-value	Results
H1	→ Y Product Review	0,035	0,427	0,670	Rejected
H2	Challenge & Hashtag → Y	0,140	1,872	0,061	Rejected
H3	Storytelling & Brand → Y	0,096	0,983	0,325	Rejected
H4	Y → Promotion	0,419	5,502	0,000	Accepted
H5	Engagement Rate → Y	0,245	2,873	0,004	Accepted
H6	Product Review x M → Y	0,093	1,192	0,233	Rejected
H7	Challenge & Hashtag x M → Y	-0,211	2,039	0,042	Accepted
H8	Storytelling & Brand x M → Y	0,225	1,691	0,091	Rejected
H9	x M → Y Promotion	-0,212	2,162	0,031	Accepted

source: processed data

The results showed that product review content on TikTok did not have a significant influence on Generation Z's purchasing decisions ($\beta = 0.035$; $p = 0.670$). This shows that Generation Z is less affected by product reviews if they are considered inauthentic or hard-selling. These findings are in line with Content Marketing theory which states that relevance and trust are essential in the effectiveness of content (Pulizzi, 2022).

Challenge content and hashtags had a nearly significant influence on purchase decisions ($\beta = 0.140$; $p = 0.061$). Although not significant at the 5% level, these results reflect that the elements of interactivity and user engagement still play an important role in creating awareness even though they have not yet fully led to a buying action.

Storytelling content and brand awareness had no significant effect on purchase decisions ($\beta = 0.096$; $p = 0.325$). Although the theory states that storytelling builds emotional connections (Kotler & Keller, 2022), this kind of content is likely to be less effective if the narrative is not packaged firmly and relatable in the context of TikTok's rapid consumption.

Promotional content has the strongest and most significant influence on Generation Z's purchasing decisions ($\beta = 0.419$; $p = 0.000$). This proves that content featuring clear promotions such as discounts and bundling is still the most effective strategy to attract Gen Z's buying interest on TikTok, supporting Content Marketing theories and consumer behavior that is responsive to economic value.

Engagement rate was shown to have a significant positive influence on purchase decisions ($\beta = 0.245$; $p = 0.004$). This supports the theory that user engagement (likes, comments, and shares) serves as a form of social proof that reinforces the perception of content quality and relevance in purchasing decision-making.

The results of the moderation test showed that the engagement rate actually weakened the influence of challenge content on purchase decisions ($\beta = -0.211$; $p = 0.042$). These findings provide an idea that user engagement in viral challenge content tends to be entertainment only and does not necessarily drive purchase actions. Similarly, with promotional content, engagement rates were shown to significantly weaken the influence of promotional content on purchase decisions ($\beta = -0.212$; $p = 0.031$).

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that promotional content has the most significant influence on Generation Z's purchasing decisions on Kopi Kenangan products on TikTok, while product review content, challenges & hashtags, and storytelling & brand awareness do not show a significant influence. Engagement rate has been proven to have a positive effect on purchase decisions, but surprisingly weakens the influence of challenge and promotional content on purchase decisions. These findings provide important implications for digital marketers to focus on explicit and clear promotional content, and consider the quality of engagement over quantity alone. This research contributes to filling the gap in the literature regarding the effectiveness of various types of TikTok content in the context of F&B marketing and consumer behavior of Generation Z. The limitations of this study include the limited geographical coverage of the Greater Jakarta area and the perception-based quantitative approach. Further research is suggested to expand the research area, use mixed methods, and explore other variables such as brand trust and social commerce behavior for a more comprehensive understanding.

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