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Social Media Marketing Strategies for Enhancing Consumer Purchase Intention toward Geprek Kota and Tea Kota Products

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Abstract

The rapid advancement of digital technology has encouraged micro, small, and medium-sized enterprises (MSMEs) to adopt social media as a marketing strategy to enhance consumer purchase intention. However, limited qualitative research has explored how these strategies are implemented in culinary MSMEs. This study aims to analyze the implementation of social media marketing strategies at Geprek Kota and Tea Kota in Probolinggo Regency, Indonesia. A qualitative descriptive approach was employed. Data were collected through observations, semi-structured interviews, and documentation and analyzed using the interactive model of Miles, Huberman, and Saldaña. The findings indicate that the integration of the marketing mix (product, price, promotion, and place) with effective social media utilization, including accessible information, engaging content, responsive communication, credible information, and consistent promotion, enhances consumer purchase intention across transactional, referential, preferential, and exploratory dimensions. The study proposes a conceptual model that explains the implementation of digital marketing strategies in culinary MSMEs and extends previous quantitative studies.

Keywords: marketing strategy; social media; consumer purchase intention.

INTRODUCTION

The rapid advancement of information and communication technology has transformed marketing practices from conventional approaches to digital-based marketing. This transformation has encouraged businesses to adopt various digital platforms as promotional media that are more effective, efficient, and capable of reaching broader consumer markets. One of the fastest-growing forms of digital marketing is social

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media marketing. Beyond serving as communication platforms, social media has evolved into a strategic marketing tool that enables businesses to establish relationships with consumers, enhance customer engagement, strengthen brand image, and stimulate consumer purchase intention. For micro, small, and medium-sized enterprises (MSMEs), particularly those operating in the culinary sector, social media represents a strategic marketing alternative due to its relatively low promotional costs, extensive market reach, and ability to deliver information quickly and interactively. Previous studies have demonstrated that social media marketing strategies positively influence consumer purchase intention through engaging promotional content and active interaction with customers (Amalia et al., 2024).

In Indonesia, the increasing penetration of internet access and the widespread use of social media have significantly changed consumer behavior in seeking information before making purchasing decisions. Consumers no longer rely solely on direct promotional activities but increasingly search for information regarding product quality, prices, customer reviews, and recommendations through digital platforms such as Instagram and TikTok. This behavioral shift has positioned social media as a crucial factor influencing consumers' purchasing decision-making processes. Meliawati et al. (2023) reported that attractive visual content, creative information delivery, and marketing strategies aligned with current digital trends effectively increase consumer interest in products. Therefore, the ability of business owners to manage social media effectively has become a critical determinant of marketing success in the digital era.

Digital marketing has also experienced significant growth in East Java Province, particularly within the culinary industry. The utilization of social media as a promotional medium has been shown to increase brand awareness, expand market reach, and strengthen customer loyalty. Marketing strategies supported by high-quality visual content, consistent posting schedules, and collaborations with local influencers have contributed positively to increasing sales volumes, especially among productive-age consumers who actively engage with social media platforms (Tatasari et al., 2025). Likewise, Mulyansyah & Sulistyowati (2020) found that social media marketing strategies significantly enhanced consumers' purchase intention toward culinary products in the G-Walk area of Surabaya. These findings indicate that social media has become an essential instrument for improving the competitiveness of culinary businesses.

A similar phenomenon can also be observed in Probolinggo Regency, where increasingly intense business competition has encouraged MSMEs to utilize social media as their primary promotional channel. Platforms such as Instagram and TikTok are widely employed to introduce products, establish communication with customers, expand market coverage, and strengthen business visibility in the digital marketplace. Septiandika et al. (2023) demonstrated that social media-based marketing strategies

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improve business competitiveness, expand market share, and contribute to increased sales performance. Furthermore, Junaedi et al. (2024) explained that consumers increasingly rely on social media as their primary source of product information before making purchasing decisions. Consequently, business owners are required to develop digital marketing strategies that align with the characteristics and preferences of their target consumers.

One culinary business in Probolinggo Regency that actively utilizes social media as a promotional medium is Geprek Kota and Tea Kota. Both businesses have adopted Instagram and TikTok to introduce their products to potential consumers. However, preliminary observations revealed several challenges in the implementation of their social media marketing strategies. Promotional content has not been published consistently, customer interaction remains relatively limited, and the available features of social media platforms have not been fully optimized for marketing purposes. Meanwhile, most consumers, particularly Millennials and Generation Z, tend to search for information about culinary products through social media before making purchasing decisions. These circumstances present both opportunities and challenges for Geprek Kota and Tea Kota to optimize their digital marketing strategies in order to enhance consumer purchase intention.

Although previous studies have consistently demonstrated the positive influence of social media marketing on consumer purchase intention (Mulyansyah & Sulistyowati, 2020; Meliawati et al., 2023; Amalia et al., 2024; Tatasari et al., 2025), most of these studies have adopted quantitative approaches that primarily examine the relationships or causal effects among variables. Consequently, limited attention has been devoted to understanding how social media marketing strategies are designed, implemented, and optimized by MSME owners in their daily business practices. Moreover, empirical studies investigating the implementation of social media marketing strategies in local culinary MSMEs in Probolinggo Regency, particularly Geprek Kota and Tea Kota, remain scarce. Accordingly, the research gap addressed in this study lies in the limited availability of qualitative evidence explaining how social media marketing strategies are implemented and optimized to enhance consumer purchase intention within the context of local culinary MSMEs.

To address this gap, the present study offers a novel contribution by providing an in-depth qualitative analysis of the implementation of social media marketing strategies at Geprek Kota and Tea Kota. Rather than merely identifying the social media platforms used for promotional purposes, this study explores the marketing strategies adopted, the interaction patterns between business owners and consumers, and the contribution of these strategies to fostering consumer purchase intention. The findings are expected to enrich the existing body of knowledge on digital marketing strategies for culinary MSMEs

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while providing practical recommendations for business owners seeking to optimize the use of social media as an effective promotional tool in an increasingly digital business environment.

Based on the foregoing discussion, this study aims to analyze the implementation of social media marketing strategies in enhancing consumer purchase intention for Geprek Kota and Tea Kota products. The findings are expected to contribute theoretically to the advancement of digital marketing research within the MSME context and to provide practical recommendations for business owners in developing more effective, sustainable, and consumer-oriented social media marketing strategies.

RESEARCH METHOD

This study employed a qualitative research method with a descriptive approach. The qualitative approach was selected to obtain an in-depth understanding of the implementation of social media marketing strategies adopted by Geprek Kota and Tea Kota in enhancing consumer purchase intention. Qualitative research emphasizes the exploration of meanings, processes, and naturally occurring phenomena, thereby generating descriptive data derived from participants' words, actions, and relevant documents related to the research focus (Fiantika et al., 2022).

The study was conducted at Geprek Kota and Tea Kota, two culinary businesses located in Probolinggo Regency, East Java, Indonesia. The research site was purposively selected because both businesses actively utilize social media platforms, particularly Instagram and TikTok, as promotional tools for marketing their products, making them relevant to the objective of examining social media marketing strategies.

Research participants were selected using a purposive sampling technique, whereby participants were chosen based on their knowledge, experience, and direct involvement with the phenomenon under investigation (Fiantika et al., 2022). The participants consisted of the business owner, who served as the primary informant responsible for developing and making decisions regarding marketing strategies, and one employee who was directly involved in daily business operations and social media promotional activities. Both participants were considered capable of providing comprehensive information regarding the implementation of social media marketing strategies at Geprek Kota and Tea Kota.

Data were collected through observation, semi-structured interviews, and documentation. Observation involved directly examining social media marketing activities, including promotional practices, types of published content, and consumer interactions on the Instagram and TikTok accounts of Geprek Kota and Tea Kota. Semi-structured interviews were conducted with the business owner and employee to explore the marketing strategies implemented, the process of their implementation, and the

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challenges encountered in utilizing social media as a promotional platform. Documentation was used to collect supporting materials, including photographs of business activities, promotional materials, and screenshots of social media posts relevant to the study.

The collected data were analyzed using the interactive model proposed by Miles, Huberman, and Saldaña (2014), which consists of data condensation, data display, and conclusion drawing and verification. Data analysis was conducted continuously throughout the research process, from data collection to the completion of the study, enabling a comprehensive understanding of the implementation of social media marketing strategies at Geprek Kota and Tea Kota.

To ensure the trustworthiness of the findings, source triangulation was employed by comparing information obtained from the business owner and the employee and verifying it against observational and documentary evidence. This triangulation process enhanced the credibility and dependability of the findings, ensuring that the data were scientifically valid and reliable (Fiantika et al., 2022).

RESULTS AND DISCUSSION

A. Social Media Marketing Strategies for Enhancing Consumer Purchase Intention toward Geprek Kota and Tea Kota Products

The findings indicate that the marketing strategies implemented by Geprek Kota and Tea Kota have adapted to the rapid development of digital technology. Based on interviews with Participant 1 (the business owner) and Participant 2 (an employee), the marketing strategy is designed not only to increase sales but also to introduce products, establish relationships with consumers, and expand market reach through the utilization of social media platforms such as Instagram, TikTok, and WhatsApp.

The findings further reveal that the marketing strategies adopted by Geprek Kota and Tea Kota can be explained using the marketing mix (4Ps) framework, consisting of product, price, promotion, and place. These four elements are implemented in an integrated manner to create customer value while strengthening the competitiveness of the business within the culinary industry.

1) Product

Regarding the product dimension, Geprek Kota and Tea Kota implement their strategy by continuously diversifying menu offerings while maintaining product quality. Menu diversification includes various levels of spiciness for fried chicken (*ayam geprek*), combination meal packages, additional toppings, and multiple Tea Kota beverage flavors. In addition to menu innovation, the business consistently maintains the quality of raw materials, taste, and product presentation to ensure that consumer expectations are continuously fulfilled.

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These findings suggest that the success of culinary businesses depends not only on offering diverse menu options but also on consistently delivering a satisfying consumption experience. Consistent product quality contributes to positive consumer perceptions and increases the likelihood of repeat purchases. This finding supports the marketing mix theory proposed by Kotler and Keller, which emphasizes that product quality is a fundamental element in creating customer value and satisfaction. It also corroborates the findings of Amalia et al. (2024), who reported that product innovation and consistent quality are essential factors influencing consumer interest in culinary products.

2) Price

With respect to the price dimension, the findings indicate that pricing decisions are determined by considering production costs, operational expenses, expected profit margins, and prevailing market conditions. Rather than focusing solely on profitability, the business owner also considers the alignment between product quality, portion size, and the price offered to consumers. According to Participant 2, the prices of Geprek Kota and Tea Kota products remain affordable for consumers, particularly students and university students, who represent one of the business's primary target markets.

This pricing strategy demonstrates that price plays a significant role in shaping consumers' perceived value. Consumers generally evaluate whether the benefits received justify the financial cost incurred. Consequently, pricing strategies that reflect product quality are more likely to increase consumers' purchase intention. This finding is consistent with Mulyansyah & Sulistyowati (2020), who concluded that the perceived appropriateness of price relative to product quality positively influences consumers' purchase intention in the culinary sector.

3) Promotion

Regarding the promotion dimension, the findings reveal that social media serves as the primary promotional channel for Geprek Kota and Tea Kota. Promotional activities include the publication of product photographs and videos, menu information, limited-time promotional offers, value meal packages, and announcements of newly introduced products. Interview results indicate that short-form video content receives considerably higher consumer engagement than static images because it presents products more attractively and effectively captures consumers' attention.

The utilization of social media in promotional activities reflects a transition from one-way marketing communication to a more interactive communication model. Through social media platforms, businesses are able not only to disseminate product information rapidly but also to receive immediate feedback from consumers. These findings support the studies of Meliawati et al. (2023) & Tatasari et al. (2025), which demonstrated that

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social media functions as an effective promotional medium by improving information accessibility, strengthening customer interaction, and enhancing brand visibility.

4) Place

For the place dimension, the findings indicate that Geprek Kota and Tea Kota employ a distribution strategy that combines physical business locations with digital ordering services. The business location was selected based on accessibility for consumers, while ordering services through WhatsApp and local delivery provide convenient alternatives for customers who are unable to visit the store directly.

These findings suggest that the concept of place in contemporary marketing extends beyond physical location to include consumers' accessibility to products through multiple distribution channels. The integration of offline and digital distribution systems increases purchasing convenience while expanding market reach. This finding reinforces the study of Septiandika et al. (2023), which reported that the integration of digital technology into distribution strategies enhances market accessibility and improves the competitiveness of MSMEs.

Overall, the findings demonstrate that the marketing strategy implemented by Geprek Kota and Tea Kota is characterized by the integration of product management, pricing strategy, promotional activities, and distribution systems. These four elements of the marketing mix collectively create customer value and strengthen the business's competitive position within the culinary market. In this context, social media functions as a strategic enabler that supports marketing activities by facilitating broader communication with consumers and enabling more effective dissemination of product information.

The findings further indicate that the success of culinary MSMEs in the digital era depends not merely on the adoption of digital technologies but also on the consistent integration of the core marketing mix elements. Maintaining product quality, establishing appropriate pricing, delivering engaging promotional content, and providing convenient purchasing access collectively play a crucial role in enhancing consumer purchase intention toward Geprek Kota and Tea Kota products. These findings extend the existing literature by demonstrating that the effectiveness of social media marketing is contingent upon its integration with comprehensive marketing strategies rather than relying solely on the use of digital platforms.

B. The Role of Social Media Utilization in Enhancing Consumer Purchase Intention

The findings indicate that social media utilization constitutes a key strategy adopted by Geprek Kota and Tea Kota to support their digital marketing activities. Based on interviews with Participant 1 (the business owner) and Participant 2 (an employee), social media is utilized not only as a promotional channel but also as a medium for

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information dissemination, customer communication, and relationship building. Instagram, TikTok, and WhatsApp are the primary platforms employed because they facilitate rapid information delivery while enabling direct interaction between the business and its customers.

The findings further reveal that the effectiveness of social media utilization can be understood through five major dimensions: information accessibility, content quality, interaction and communication, information credibility, and promotional intensity. These dimensions collectively contribute to establishing an effective digital marketing communication strategy.

1) Information Accessibility

Regarding information accessibility, social media is primarily used to provide consumers with information about menus, prices, business location, operating hours, promotional offers, and newly introduced products. Such information is presented through photographs, short videos, and concise textual descriptions that are easily understood by consumers. Employees also participate in producing visual documentation of products, which is subsequently published on the business's social media accounts.

Easy access to product information through social media has transformed the way marketing communication is conducted. Consumers are no longer required to visit the business premises simply to obtain information about available products; instead, they can conveniently access such information through their digital devices. This accessibility enables consumers to become familiar with the products before making purchasing decisions. These findings support Meliawati et al. (2023), who argued that social media serves as an effective marketing communication medium by facilitating rapid, interactive, and wide-reaching information dissemination.

2) Content Quality

With respect to content quality, the findings demonstrate that Geprek Kota and Tea Kota pay considerable attention to presenting information in visually appealing formats capable of attracting consumer attention. The published content includes product photographs, food preparation videos, pricing information, and promotional campaigns. According to the interview results, short-form video content receives significantly greater consumer engagement than static images because it provides a more realistic and attractive representation of the products.

High-quality content plays a crucial role in shaping consumers' perceptions of products. Attractive visual presentations stimulate consumers' curiosity and provide an initial impression of product quality before purchase. Furthermore, the use of authentic photographs and videos enhances consumer trust by ensuring that the information presented accurately reflects the actual products. These findings are consistent with

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Tatasari et al. (2025), who reported that creative and consistently published digital content contributes to increased brand awareness and stronger consumer engagement.

3) Interaction and Communication

Regarding interaction and communication, the findings indicate that both the business owner and employee actively respond to consumers' questions, comments, and direct messages through social media platforms. Communication extends beyond providing product information and also includes responding to customer complaints, suggestions, and feedback.

These findings demonstrate that social media functions as a two-way communication platform connecting businesses and consumers. Prompt responses enable consumers to obtain information efficiently while fostering greater confidence and satisfaction in interacting with the business. From a digital marketing perspective, this reflects the implementation of customer engagement, whereby continuous communication strengthens relationships between businesses and consumers. This finding corroborates Amalia et al. (2024), who concluded that responsive communication through social media enhances consumer trust in products and brands.

4) Information Credibility

In terms of information credibility, the findings reveal that Geprek Kota and Tea Kota consistently utilize authentic photographs and videos in their promotional activities. Information regarding menus, prices, and promotional programs is presented accurately and updated whenever changes occur. This strategy is intended to maintain consumers' trust in the information communicated through social media.

Information credibility represents a critical factor influencing consumer decision-making, as consumers tend to evaluate the accuracy and transparency of information before making purchasing decisions. Consistency between digital promotional content and the actual products received creates positive customer experiences and strengthens long-term customer relationships. These findings support Junaedi et al. (2024), who emphasized that accurate and transparent information disseminated through social media significantly enhances consumer trust and influences purchasing decisions.

5) Promotional Intensity

Regarding promotional intensity, the findings indicate that promotional content is published consistently, approximately four to five times per week. The frequency of promotion increases whenever new products are introduced or special promotional campaigns are launched. In addition, publication schedules are adjusted according to consumers' social media usage patterns, particularly during lunchtime and late afternoon, when user engagement tends to be higher.

These findings suggest that successful digital marketing requires continuous communication to ensure that products remain visible to potential consumers. Consistent

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promotional activities contribute to maintaining brand presence while increasing opportunities for consumer interaction. This finding reinforces the study of Septiandika et al. (2023), which demonstrated that consistent digital promotion expands market reach and strengthens the competitiveness of MSMEs.

Overall, the findings indicate that social media utilization at Geprek Kota and Tea Kota extends beyond its role as a promotional platform. Instead, it serves as a strategic mechanism for establishing and maintaining relationships with consumers. The combination of accessible information, attractive content, responsive communication, credible information, and consistent promotional activities creates an integrated digital marketing process that effectively supports the development of consumer purchase intention.

The findings further reveal that consumer purchase intention develops through four behavioral dimensions: exploratory, transactional, preferential, and referential purchase intention. During the exploratory stage, consumers actively seek information regarding products through social media before making purchasing decisions. Information related to menus, prices, business location, and promotional offers serves as an initial basis for evaluating available alternatives.

Subsequently, the acquired information stimulates transactional purchase intention, reflecting consumers' willingness to purchase the products. Interview results indicate that many consumers proceed with placing orders after viewing promotional content and obtaining information that aligns with their preferences and needs.

Beyond encouraging transactions, positive experiences with product quality, pricing, and service foster both preferential and referential purchase intention. Satisfied consumers are more likely to regard Geprek Kota and Tea Kota as their preferred culinary choice and recommend the products to others through both interpersonal communication and social media platforms. This process reflects the emergence of electronic word-of-mouth (e-WOM), which contributes to expanding product awareness and attracting new consumers.

Therefore, the findings demonstrate that social media plays a pivotal role in shaping consumer purchase intention. It functions as an intermediary mechanism linking the implementation of marketing strategies with consumer behavioral processes, beginning with information search, progressing to purchasing decisions, and ultimately encouraging positive recommendations through electronic word-of-mouth. These findings further suggest that the effectiveness of social media marketing depends not only on technological adoption but also on the strategic integration of informative content, interactive communication, credibility, and promotional consistency to influence consumer behavior.

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C. Synthesis of the Findings: Proposed Conceptual Model

Based on the findings, this study proposes a conceptual model illustrating how social media marketing strategies enhance consumer purchase intention at Geprek Kota and Tea Kota. The model demonstrates that marketing strategy, social media utilization, and consumer purchase intention constitute an interconnected process rather than independent components. Together, these elements form an integrated digital marketing process that explains how business strategies are implemented and ultimately influence consumer responses.

The first stage of the model consists of the implementation of the marketing mix (4Ps), including product, price, promotion, and place. The product strategy is reflected in menu diversification and the consistent maintenance of product quality. The price strategy emphasizes the alignment between product quality and consumers' purchasing power. The promotion strategy is implemented through digital marketing communication, while the place strategy combines a physical business location with digital ordering services. Collectively, these four marketing mix elements establish customer value and enhance product attractiveness within the highly competitive culinary market.

The second stage demonstrates that the effectiveness of the marketing strategy is strengthened through social media utilization. The findings reveal that social media serves not only as a promotional channel but also as a communication platform connecting the business with its customers. This function is achieved through accessible product information, engaging digital content, responsive customer interaction, credible information, and consistent promotional activities. Consequently, social media acts as a strategic mechanism that amplifies the effectiveness of the marketing mix by facilitating broader and more interactive communication with consumers.

The integration of marketing strategies and social media subsequently influences consumer purchase intention. Consumers do not merely receive product information but actively evaluate the available information before making purchasing decisions. This process is reflected in four dimensions of purchase intention. Exploratory purchase intention emerges when consumers search for product-related information through social media. Transactional purchase intention is reflected in consumers' willingness to purchase the products. Preferential purchase intention develops when consumers regard the products as their preferred choice, whereas referential purchase intention is demonstrated when satisfied consumers recommend the products to others through interpersonal communication and social media platforms.

The relationships among these components are illustrated in Figure 1, which presents the proposed conceptual model derived from the findings of this study.

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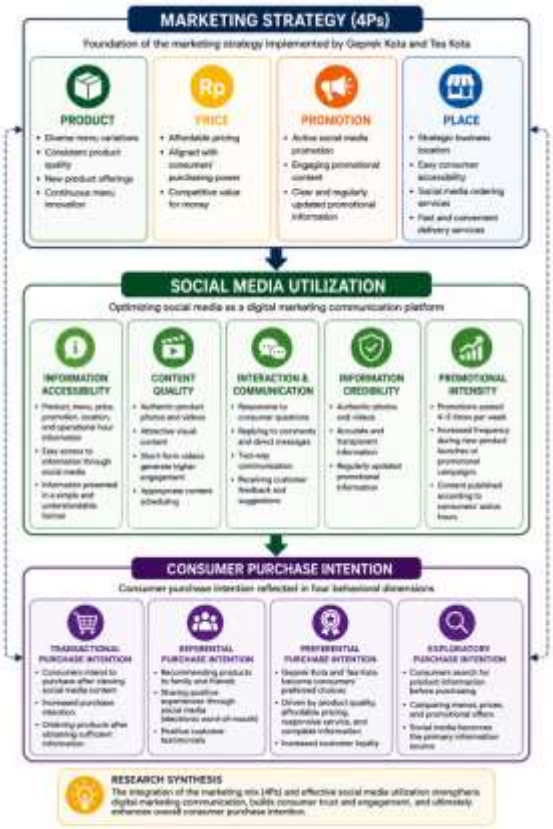


Figure 1. Proposed Conceptual Model of the Study

The proposed model demonstrates that the marketing mix serves as the foundation for creating customer value, while social media functions as the connecting mechanism that strengthens communication between the business and consumers. Through social media, the value created by product quality, pricing strategy, promotional activities, and distribution channels can be communicated more effectively to broader audiences, thereby increasing the likelihood of developing positive consumer perceptions and stronger purchase intention.

The findings further indicate that successful digital marketing within culinary MSMEs depends not merely on the adoption of social media platforms but also on the ability to integrate digital technology with well-designed marketing strategies. The use of social media alone is insufficient to establish sustainable customer relationships if it is not supported by high-quality products, appropriate pricing strategies, and satisfactory customer service. Conversely, the integration of consistent marketing strategies with effective social media utilization creates a more positive customer experience and enhances consumer engagement.

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This study contributes to the digital marketing literature by providing a process-oriented explanation of how digital marketing strategies are implemented within the context of culinary MSMEs. While previous studies have predominantly examined the relationships among social media usage, digital marketing, and purchasing decisions using quantitative approaches, this study offers qualitative insights into how these strategies are translated into everyday business practices, including product management, digital content creation, customer communication, and the development of consumer purchase intention.

Overall, the findings demonstrate that social media performs a strategic role as the intermediary connecting business marketing activities with consumer behavior. The integration of comprehensive marketing strategies and effective social media utilization enhances product visibility, strengthens consumer trust, fosters customer engagement, and ultimately increases consumer purchase intention toward Geprek Kota and Tea Kota products. The proposed conceptual model therefore extends existing knowledge by explaining the mechanism through which digital marketing strategies influence consumer behavior within the context of local culinary MSMEs.

CONCLUSION

This study demonstrates that the social media marketing strategy implemented by Geprek Kota and Tea Kota effectively enhances consumer purchase intention. The implementation of the marketing mix (product, price, promotion, and place), supported by effective social media utilization through accessible information dissemination, engaging content, responsive interaction, information credibility, and consistent promotional activities, successfully strengthens consumer purchase intention across the transactional, referential, preferential, and exploratory dimensions. The findings confirm that social media functions not only as a promotional platform but also as a strategic mechanism that reinforces the implementation of marketing strategies by facilitating business–consumer communication, strengthening customer relationships, and encouraging purchasing decisions. Furthermore, this study contributes to the digital marketing literature by proposing a conceptual model that explains the mechanism through which social media marketing strategies are implemented in culinary MSMEs using a qualitative approach. This model complements previous studies, which have predominantly focused on examining the relationships among variables through quantitative methods, by providing a deeper understanding of how digital marketing strategies are translated into everyday business practices and influence consumer purchase intention.

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