

The Influence of Toko Kopi Tuku's Marketing Communication on the Purchase Intentions of Generations Y and Z

Timothy Nathaniel¹
Sarah Samaria²

¹ Communication Study Program, STIKOM InterStudi, Jalan Wijaya, Kebayoran Baru, Jakarta Selatan, 12160 Indonesia

E-mail: timothynathaniell18@gmail.com

² Communication Study Program, STIKOM InterStudi, Jalan Wijaya, Kebayoran Baru, Jakarta Selatan, 12160 Indonesia

E-mail: sarahsamaria@hotmail.com

Abstract

Coffee is now inseparable from the lives of Indonesian people, making national coffee production increase to 756.1 thousand tons by 2023. More and more coffee shops with new concepts make competition tighter, so marketing communication is needed to win the competition. One of the well-known coffee shops in Indonesia is Toko Kopi Tuku. Effective marketing is the key to attracting consumer attention and increasing purchase interest. However, there are challenges in understanding the differences in consumer characteristics between generations Y and Z. Generation Y values a balance of product quality and value, and tends to be loyal to brands that offer added value and consistent quality. Generation Z seeks unique, personalized, authentic experiences, and is more critical and independent in making purchasing decisions. These differences demand the right marketing communication strategy to attract both segments. This study aims to find out the effect of Toko Kopi Tuku's marketing communication on generation Y and Z's purchase intention. The study used a quantitative approach with a population of 169,789 Instagram followers @tokokopituku and a sample of 100 people. Purposive sampling is used with the criteria that respondents are Generation Y or Z, know, and have bought Tuku Coffee Shop. The results showed that Marketing Communication had a positive effect in a moderate level on the Purchase Intention variable (Y), which was 56.8%. The remaining 43.2% is influenced by other variables outside this study.

Keywords

generation Y, generation Z, marketing communication, purchase intention, Toko Kopi Tuku

Corresponding Author:
Timothy Nathaniel

Email:
timothynathaniell18@gmail.com

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INTRODUCTION

Coffee is now inseparable from the daily lives of Indonesians, especially in big cities, where the growth of coffee shops is rapid, not only international coffee shops, but also local entrepreneurs enliven the market, the need for stable coffee consumption supports the growth of coffee shops that are increasingly mushrooming (Astianita & Lusia, 2022).

According to Regina, Indonesia is the third largest coffee producing country in the world, the trend of coffee consumption is expected to continue to grow up to 4% by 2023, reflecting the enthusiasm of the public (Regina, 2023).

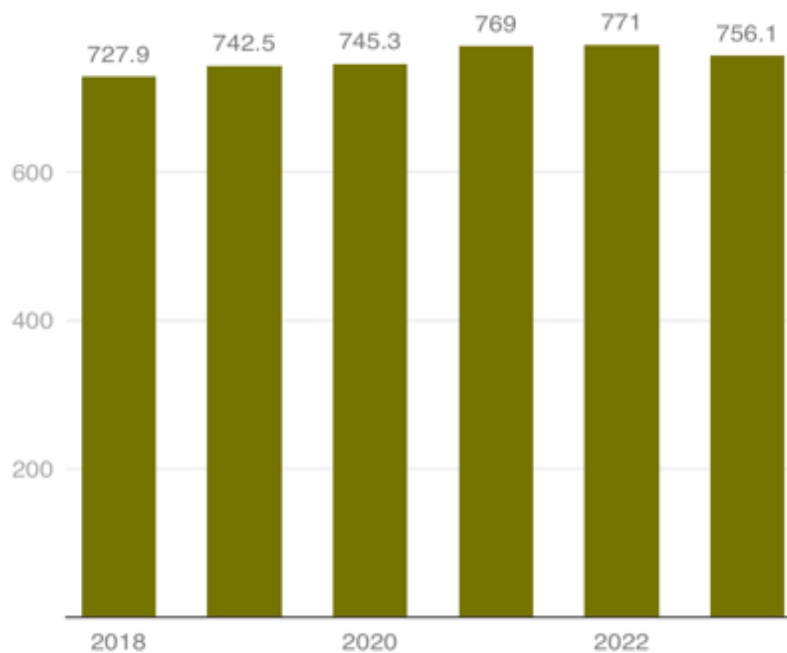


Figure 1. Total Coffee Bean Production in Indonesia in 2023 (Thousand Tons)

Source: (www.cnbcindonesia.com, 2024)

The Central Bureau of Statistics (BPS) stated that national coffee production in Indonesia is increasing due to increasing coffee consumption in Indonesia, and reached a peak of 756.1 thousand tons in 2023 (www.cnbcIndonesia.com,2024). Projections based on data from the Ministry of Agriculture show that coffee consumption will increase throughout the country, higher than the average global coffee consumption of 8% (Ratu, 2021). The increasing number of coffee shops with various new concepts makes competition tighter, so marketing communication is needed to win the competition (Nyoman et al., 2023).

Effective marketing is key in attracting public attention and increasing public buying interest, in the context of the coffee industry, marketing communication strategies play a crucial

role in building public perceptions and encouraging people to make purchases (Nuralfianita & Salsabilla, 2024).

Effective marketing communication can attract buyer attention, fulfill needs, and motivate to make purchases (Kangean & Rusdi, 2020). New approaches in marketing communications are needed to enable the integration of effective communication tools, shape the company's image, and determine marketing success (Susanto & Sari, 2020).

Along with the development of the coffee market in Indonesia, many coffee shops are implementing various communication strategies to attract consumer attention and differentiate themselves from competitors (Hidayat et al., 2022).

One of the most famous coffee shops in Indonesia is Toko Kopi Tuku. Toko Kopi Tuku was founded in 2015 by Andanu Prasetyo. Toko Kopi Tuku is considered as a coffee shop that pioneered the palm sugar milk coffee menu. Which is named Kopi Susu Tetangga. Apart from its popular products, the marketing communication strategy carried out has positive results so that it can reach a wide audience on its Instagram social media (Qalbi et al., 2024). As evidenced by @tokokopituku's Instagram followers of 169,789 followers (as of January 20, 2025) (Toko Kopi Tuku, 2025).

Toko Kopi Tuku has several main competitors, namely Dua Coffee Cipete and Kopi Animo. These three coffee shops have their own charm and characteristics in serving milk coffee. Toko Kopi Tuku is known for its more affordable price compared to its competitors. In addition, the ratio between coffee and milk in Toko Kopi Tuku's products is more balanced with a stronger dominance of coffee flavor, in accordance with the preferences of customers who want a deeper coffee flavor. Meanwhile, Dua Coffee and Kopi Animo tend to serve milky coffee with a higher proportion of milk compared to coffee. In particular, Kopi Animo features a higher dominance of milk, as many of its customers prefer a lighter and less strong coffee flavor (Wiguna, 2022).

Toko Kopi Tuku has done a good job of marketing on its Instagram social media, they interact warmly with their followers, and involve communication considerations in their marketing more philosophically (Ali & Prasetyo, 2019). The marketing strategies used by Toko Kopi Tuku include advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, online and social media marketing, mobile marketing, and personal selling (Toko Kopi Tuku, 2024) this is done by Toko Kopi Tuku to build brand awareness and consumer loyalty (Qalbi et al., 2024).

However, behind this success, there are challenges in understanding the characteristics of consumers from different generations, especially Generation Y and Generation Z, which are the main market segments in this industry. Generation Y (Millennials) are individuals born between 1981 and 1996, while Generation Z includes those born after 1997 (Nasution & Kurnia, 2021).

These two generations have different consumption preferences, thus requiring a customized marketing communication approach.

Generation Y tends to have a more traditional consumption pattern but remains open to technological innovation. They appreciate the balance between product quality and value received and tend to be loyal to brands that offer consistent quality and added value (Syahputri et al., 2023).

On the other hand, Generation Z is more digital-savvy, highly connected to the internet and social media, and has a habit of faster and instant interaction in accessing information. They seek unique, personalized, and authentic experiences in the consumption of products or services, and are more critical in making purchasing decisions (Sari, 2024).

Generation Y is more responsive to marketing campaigns through traditional media with an emphasis on product quality and value, while Generation Z is more interested in innovative, interactive and experiential campaigns through digital platforms (Putu et al., 2024). Therefore, an appropriate marketing communication strategy is needed to attract the buying interest of these two generations (Nugroho & Kusumasari, 2022).

Marketing communication plays an important role in attracting consumer buying interest and involves various communication tools to offer, inform, and convey the value of products or services to consumers (Ramadhan et al., 2024). In addition, marketing communication also affects consumer buying interest, because it serves as a bridge between the brand and the target audience, marketing communication can increase brand awareness, build customer loyalty, and ultimately drive consumer buying interest (Sudrajat & Azzahra, 2023).

According to Susanti, interpreting consumer buying interest involves the desire to choose, use, and consume the products offered (Susanti, 2020).

Toko Kopi Tuku applies various forms of marketing communication to attract consumer buying interest. The marketing communication strategies implemented include advertising, namely through digital advertising on social media platforms such as Instagram to increase brand exposure and reach more audiences (Firdayulia & Jamiat, 2021). In terms of online and social marketing, Toko Kopi Tuku uses social media as the main tool in building communication with audiences, including through creative and interactive content (Toko Kopi Tuku, 2024). In addition, Toko Kopi Tuku also utilizes sales promotion by offering various sales promotions, such as discounts for second purchases, attractive bundling packages, and loyalty programs to encourage consumer buying interest (Toko Kopi Tuku, 2022).



Figure 2. Toko Kopi Tuku's Advertising on Instagram

Source: Instagram Toko Kopi Tuku (2022)

Toko Kopi Tuku also implements events and experiences by holding various events, one of which is the Tuku Neighbor Festival as a celebration of Toko Kopi Tuku's 9th anniversary. Which is directly to create unique experiences and increase customer engagement (idntimes, 2024). This activity is also included in public relations and publicity because it can increase interaction with customers (Toko Kopi Tuku, 2024).

Meanwhile, personal selling is implemented through direct communication with customers at outlets and on digital platforms, which aims to build closer relationships with its consumers.

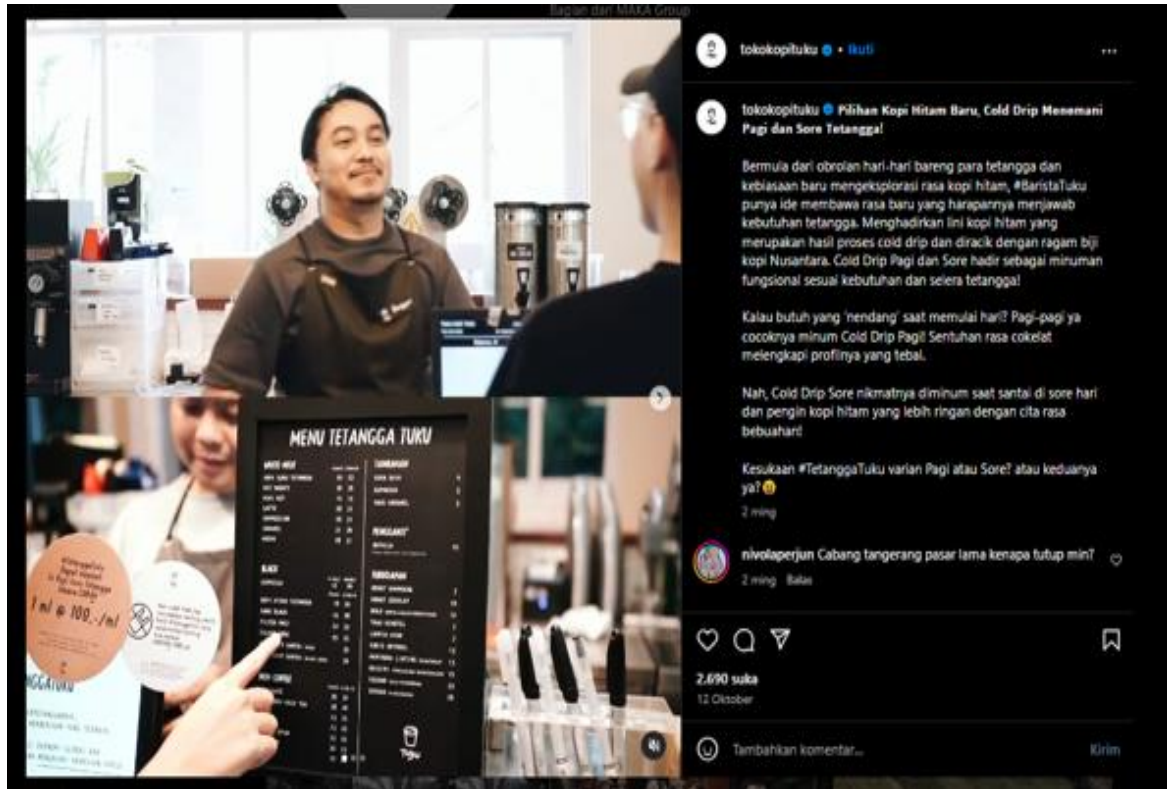


Figure 3. Personal Selling by Toko Kopi Tuku on Instagram

Source: Instagram Feeds of Toko Kopi Tuku (2024)

Based on the background that has been explained, the researcher formulates the problem in this study, namely whether there is an influence of Kopi Tuku's marketing communication on the buying interest of generations Y and Z. The purpose of this study is to determine whether there is an influence of Kopi Tuku's marketing communication on Generation Y and Z's purchase intention. The academic benefit of this research is to contribute to the development of marketing communication theory, particularly in the context of the coffee industry, by highlighting the effectiveness of various marketing communication strategies in influencing Generation Y and Z's purchase intention. This research also enriches the literature on the adaptation of marketing strategies to different generational characteristics, as well as how the use of social media and digital marketing can be a dominant factor in the purchasing decisions of younger market segments. The practical benefits of this research provide useful insights for coffee businesses such as Toko Kopi Tuku in developing and refining their marketing communication strategies to be more effective in attracting Generation Y and Z's buying interest, by understanding the media preferences and ways of communicating that are most relevant for these two generations, companies can optimize the use of social media or a more engaging personalized approach.

METHODS

This research has a positivism paradigm. The positivism paradigm was chosen because it allows researchers to measure and analyze objectively and measurably. The quantitative approach is in line with the views of Sugiyono & Lestari who state that quantitative methods are used to test theories by measuring predetermined variables using valid and reliable instruments (Sugiyono & Lestari, 2021).

The population in this study is the total number of Instagram followers of Toko Kopi Tuku, 169.789 followers (as of January 20, 2025) (Toko Kopi Tuku, 2025). In determining the number of samples, researchers used the Slovin Formula with a Margin of Error of 10% and obtained a result of 100 samples. The sampling technique for research using purposive sampling. Purposive sampling is the option of determining the sample according to the characteristics set according to the focus of the research scope (Setiana & Soebiagdo, 2022). In this study, the sample characteristics required by this study are Generation Y (born between 1981-1996) or Generation Z (born between 1997-2012) and know Toko Kopi Tuku and have made purchases.

Primary data was collected using a questionnaire via google form distributed to the sample and has been determined, the questionnaire has 12 statements using a Likert scale of 1-5. Meanwhile, secondary data is obtained from literature reviews that include relevant studies, such as previous journals and the internet. The research instrument was developed through the operational concept of the research variables and then made indicators which became statement items that would be given to respondents (Hadi, 2020).

For data analysis techniques, validity and reliability tests are carried out to check whether the data to be processed is valid and reliable. Furthermore, classical assumption tests are carried out which include normality and linearity tests. Followed by simple linear regression analysis applied to analyse the effect of the independent variable on the dependent variable. Followed by hypothesis testing using the t test to test the direction of the influence of the independent variable on the dependent variable, followed by the coefficient of determination (R^2) to measure the weak or strong influence between the independent variable and the dependent variable.

RESULTS AND DISCUSSION

General Overview of Respondents

There were 100 respondents in the research conducted. Respondents with jobs as employees have the highest percentage of 38% followed by students with 32%, others totalling 19%, and the remaining 11% are entrepreneurs. Then respondents of generation Z have the highest percentage of 62% and the rest, as many as 38% are respondents of generation Y. Furthermore, there are filtered questions, namely; (1) Generation Y and Z, (2) Know Toko Kopi Tuku, and (3) Have ever made a purchase at Toko Kopi Tuku.

Table 1. General Overview of Respondents

Description		Number	Percentage
Occupation	Student	32	32%
	Employee	38	38%
	Entrepreneur	11	11%
	Other	19	19%
Generation	Y (1981 – 1996)	38	38%
	Z (1997 – 2012)	62	62%
Awereness of Toko Kopi Tuku	Yes	100	100%
	No	0	0%
Ever Bought a Toko Kopi Tuku	Yes	100	100%
	No	0	0%
	1 – 2 Times	64	64%
	More Than 2 Times	36	36%

Source: Processed Research Data

Validity and Reliability Test**Validity Test**

KMO (Kaiser-Meyer-Olkin) is a method to assess the feasibility of factor analysis on data. The scale on the KMO test has a value range of 0-1. If the KMO value is $< 0,5$, the analysis is not feasible, if the KMO value is $> 0,5$, the analysis is feasible (Damayanti & Prasetyawati, 2023).

Table 2. Validity Test

Variable	KMO MSA	Sig. Barletts Test
X	0,922	0,001
Y	0,937	0,001

Source: Processed Research Data

It can be seen from the table above that the value obtained for KMO MSA is 0,922 for variable X and 0,937 for variable Y. Both are $> 0,5$. So, it can be concluded that the analysis is feasible to do.

Reliability Test

For the reliability test, the questionnaire statement items are considered reliable if the Cronbach's Alpha $> 0,60$ results.

Table 3. Reliability Test

Variable	Cronbach's Alpha Result	Cronbach's Alpha Coefficient
X	0,938	0,60
Y	0,958	0,60

Source: Processed Research Data

Based on the Reliability Test results, the Cronbach's Alpha results have a value of 0,938 for variable X and 0,958 for variable Y. Both results are $> 0,60$. So, it can be interpreted that the data is reliable.

Classical Assumption Test

Normality Test

In the Kolmogorov-Smirnov normality test, the data is declared to spread normally if the significance value is $> 0,05$. In Figure 4.4, the significance value (Asymp. Sig. (2-tailed)) 0,200. It is concluded that the data spreads normally. Based on Table 4, the significance value is at 0,200 $> 0,05$. So, it means, the data spreads normally.

Table 4. Kolmogorov-Smirnov Normality Test

			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		0,0000000
	Sts. Deviation		3,01429040
Most Extreme Differences	Absolute		0,063
	Positive		0,040
	Negative		-0,063
Test Statistic			0,063
Asymp. Sig. (2-tailed) ^c			0,200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		0,419
	90% Confidence Interval	Lower Bound	0,411
		Upper Bound	0,427

(a) Test distribution is Normal, (b) Calculated from data, (c) Lilliefors Significance Correction, (d) This is a lower bound of the true significance, (e) Lilliefors' method based on 10000 Monte Carlo samples with starting seeds.. Source: Processed Research Data

Linearity Test

Two variables are said to have a linear relationship if in the linearity test the Deviation from Linearity value is $> 0,05$. After the test was carried out, the results of the Deviation from Linearity value of 0,069 were obtained which was greater than 0,05. So, it can be said that variable X has a linear relationship with variable Y.

Table 5. Linearity Test

			Sum of Squares	df	Mean Square	f	Sig.
Minat Beli*Komunikasi Pemasaran	Between Groups	(Combined)	225.208	11	20.473	28.243	<0,001
		Linearify	212.018	1	212.018	292.474	<0,001
		Deviation from Linearity	13.189	10	1.319	1.819	0,069
	Within Groups		63.792	88	0,725		
	Total		289.000	99			

Source: Processed Research Data

Simple Linear Regression Analysis

The results obtained from simple linear regression get a constant value (a) of 10.643, which is positive, which means that the unidirectional influence between variable X on variable Y. means that if variable X is constant, the value of variable Y is 10.643 units. Meanwhile, variable X has a regression coefficient value of 1.596. Which can be interpreted that every time there is an increase of 1 unit in variable X, it gives an increase to variable Y of 1.596.

Regression Equation:

$$Y = a + bX$$

$$Y = 10.643 + 1.596X$$

Table 6. Simple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	10.643	3,598		2.958	,004
Word of Mouth	1.596	,141	,754	11.350	< ,001

(a) Dependent Variable: Minat Beli

Source: Processed Research Data

t-Test

The hypothesis is accepted if the significance value (sig.) < 0,05, otherwise the hypothesis is rejected if the significance value (sig.) > 0,05. So based on the table above, it can be determined that H₀ is rejected and H_a is accepted. Then the t_{count} is 11.350 > t_{table} with a value of 1.661. So, it can be interpreted that the Marketing Communication variable (X) has a positive influence on the Purchase Interest variable (Y).

Table 7. t-Test

Variable	t_{count}	Sig.	t_{table}
X	11.350	0,001	1.661

Source: Processed Research Data

Coefficient of Determination (R²)

According to Sugiyono & Lestari (2021), the coefficient is divided into 5 categories which explain the level of influence between variables, as follows Table 8 & 9. In Table 8, it is shown that the coefficient of determination (R²) is 0,568 or which can be interpreted as 56,8%. Based on Table 8 and 9, it is stated that, the Marketing Communication variable (X) has a positive effect at a moderate level on the Purchase Interest variable (Y), which is 56,8%. The remaining 43,2% is influenced by other variables outside this study.

Table 8. Interpretation of the Coefficient of Determination

Coefficient of Determination	Level of Influence
0% - 19,99%	Very weak
20% - 39,99%	Weak
40% - 59,99%	Average
60% - 79,99%	Strong
80% - 100%	Very Strong

Source: (Sugiyono & Lestari, 2021)

Table 9. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,754 ^a	,568	,564	3.458

a. Predictors: (Constant), Komunikasi Pemasaran

Source: Processed Research Data

CONCLUSION

The results of this study show that marketing communication has a moderate positive influence on the purchase intention of Toko Kopi Tuku's consumers, especially among Generation Y and Z. The marketing communication strategies implemented, such as advertising, sales promotion, events, public relations, digital marketing, and personal selling, have proven effective in increasing consumer attraction and trust in the product.

Generation Z, which has a more responsive character in online marketing to seek unique experiences, while Generation Y, which is more responsive to marketing with traditional media with an emphasis on quality.

Thus, Toko Kopi Tuku can optimise its marketing communication strategy by adjusting the approach based on the characteristics of Generation Y and Z to increase buying interest and customer loyalty. Because it is not only marketing communication that can influence consumer buying interest.

Events and experiences are indicators that have the lowest value in this study. Researchers have suggestions for Toko Kopi Tuku to be able to initiate events that produce more effective outputs to foster brand awareness, the success of information dissemination, the presence of purchasing activities, and repurchases from the target targets of the event. And can evaluate events that have been carried out so that they are even more optimal in the next event.

For further research, it is recommended to use more diverse methods, such as qualitative or mixed approaches, to understand more in-depth factors in influencing purchase intention. In addition, population coverage can be expanded to see the consistency of results in various contexts. Future studies can also explore the effectiveness of digital marketing media or compare

marketing communication strategies with competitors to be more comprehensive and relevant to the marketing world.

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