



# When design meets desire: how product variety and packaging influence human decision-making in e-commerce via social media marketing

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# When design meets desire: how product variety and packaging influence human decision-making in e-commerce via social media marketing

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## ABSTRACT

Industri kopi Indonesia mengalami pertumbuhan pesat dalam satu dekade terakhir, didorong oleh peningkatan konsumsi domestik dan transformasi digital yang mengubah pola distribusi serta pemasaran. Namun, banyak UMKM kopi masih menghadapi kesenjangan antara kehadiran digital dan konversi pembelian, seperti yang dialami Kopi Anjis dari Jawa Barat. Penelitian ini bertujuan menganalisis pengaruh variasi produk dan desain kemasan terhadap keputusan pembelian dengan peran mediasi social media marketing (SMM) pada platform e-commerce. Penelitian menggunakan pendekatan kuantitatif deskriptif-verifikatif dengan 210 responden konsumen Kopi Anjis dan dianalisis menggunakan PLS-SEM. Hasil menunjukkan bahwa persepsi responden terhadap seluruh variabel berada pada kategori "cukup". Seluruh indikator terbukti valid dan reliabel. Uji hipotesis menunjukkan bahwa variasi produk dan desain kemasan berpengaruh positif dan signifikan terhadap keputusan pembelian, baik secara langsung maupun tidak langsung melalui SMM. Temuan ini menegaskan peran strategis SMM sebagai penghubung antara atribut produk dan perilaku konsumen, khususnya generasi milenial dan Gen Z.



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## Introduction

The Indonesian coffee industry has undergone a remarkable transformation over the past decade, transforming it not only as an agricultural commodity but also as part of the urban lifestyle and cultural ecosystem. Data from the Central Statistics Agency (BPS, 2023) shows that per capita coffee

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consumption increased significantly from 0.81 kg in 2019 to 1.03 kg in 2023, reflecting a shift in consumption patterns that increasingly value the quality and experience of coffee. This growth is reinforced by a report from the International Coffee Organization (ICO), which projects national consumption will reach 4.79 million bags in 2023/2024, with an average annual growth rate of 2.5%. This market dynamic is driven by the rise of the younger generation, particularly millennials and Gen Z, who have embraced coffee as part of their social identity. Coffee is no longer simply a functional beverage, but a symbol of a modern lifestyle, a space for social interaction, and even a form of self-expression. This phenomenon opens up significant opportunities for local businesses to compete amidst the dominance of global brands, particularly through the use of digital platforms.

Digital transformation has become a game changer in the distribution and marketing of coffee products. According to a report by iPrice & Meta (2024), food and beverage transactions on Indonesian e-commerce platforms increased by 38% throughout 2023, with premium coffee bean sales being one of the fastest-growing segments. Furthermore, the Ministry of Cooperatives and SMEs (2023) noted that more than 14 million MSMEs have onboarded digital platforms, and projected e-commerce transaction value to reach IDR 598 trillion by 2024. These figures indicate that market access is no longer a major barrier. However, behind this optimism, a strategic paradox emerges: digital accessibility does not always translate directly to sales performance. Many coffee MSMEs, despite being digitally active, still struggle to achieve optimal purchase conversions. They boast compelling visual content, unique product variations, and aesthetically pleasing packaging designs, yet sales figures on marketplaces like Shopee and Tokopedia often stagnate. This highlights a gap between digital presence and tangible business results, a phenomenon that has not been adequately addressed in current digital marketing literature.

One representative example of this paradox is Kopi Anjis, a local brand from West Java that, in theory, has all the elements necessary for successful digital marketing. The brand offers a strong product variety from floral Gayo Arabica beans to dark chocolate and spice-infused Flores Robusta which directly addresses consumers' need for differentiation and personalization. A study by Kotler & Keller (2016) states that product diversification can meet heterogeneous consumer needs and increase perceived value, a principle that Kopi Anjis appears to have implemented. Furthermore, the packaging design is also highly considered. With its distinctive local artistic touch, Kopi Anjis' packaging is designed not only to protect the product but also as a visual communication tool that is easily recognized and shared on social media. Orth & Malkewitz (2008) emphasize that visually appealing packaging can trigger positive emotional and cognitive responses, and findings by Utthavi et al. (2023) support this, stating that 58% of consumers are influenced by packaging appearance when purchasing coffee online.

In the marketing realm, Kopi Anjis is also active on Instagram and TikTok, two platforms with the highest viral potential among young people. The content presented is not only promotional, but also educational discussing the roasting process, brewing methods, and even the stories behind the origins of the coffee beans. This aligns with findings by Faisal & Ekawanto (2022) that SMM can increase purchase intention by up to 32% through these platforms. In fact, Amri et al. (2023) highlighted the importance of SMM as a primary channel when social restrictions hinder conventional marketing. However, although in theory all these elements should synergize, Kopi Anjis's e-commerce sales have not yet reached their optimal levels. This phenomenon is not simply an operational failure, but rather an indication of a systemic problem: how do product attributes and marketing activities translate into purchasing decisions? This question is at the heart of this research.

Existing literature provides initial clues. Product variety is associated with increased repurchase intentions (Lestari & Novitaningtyas, 2021; Pawarti et al., 2022) and purchase decisions (Vernando et al., 2023). However, Piliyanto et al. (2025) caution that this effect is not always significant individually, but is stronger when combined with other factors such as price and advertising. This means that product variety alone is insufficient without other supporting factors. Similarly, while packaging design is important, Chidtian et al. (2023) emphasize that its primary function is to maintain quality and attract attention, not to secure a purchase. Visual appeal must be communicated effectively to have an impact. This is the critical point where Social Media Marketing (SMM) should play a role.

SMM acts not only as a promotional channel but also as a psychosocial link between stimulus and consumer response. Maleachi et al. (2022) and Dilasari et al. (2022) found that SMM significantly influences consumer engagement and purchasing decisions. Christivany & Iskamto (2024) added that SMM can build brand love, while Raghil & Riofita (2024) emphasized the role of reviews and testimonials in building trust and loyalty. However, Ali & Naushad (2023) also noted that the influence of SMM is not always significant, depending on content quality, posting consistency, and audience interaction. A piece of content can go viral, but if it lacks a call-to-action or is not integrated with a sales strategy, its impact on conversion will be minimal. The Kopi Anjis phenomenon is an ideal case study to examine this complex dynamic. This brand had the ideal combination: a quality product, unique design, and intensive SMM activities, yet failed to achieve conversion. This suggests that the effectiveness of product attributes depends heavily on how they are communicated through SMM, and that SMM is not simply a tool but rather a mediating mechanism that determines whether product appeal translates into purchase. A major problem in the current literature is the fragmentation of analysis. Most studies only examine direct relationships between variables, without examining the underlying processes. Consumers do not make decisions linearly, but rather through complex cognitive and emotional processes. Therefore, an approach is needed that can uncover the mediating mechanisms linking stimulus to response.

SMM acts not only as a promotional channel but also as a psychosocial link between stimulus and consumer response. Malachi et al. (2022) and Dilasari et al. (2022) found that SMM significantly influences consumer engagement and purchasing decisions. Christivany & Iskamto (2024) added that SMM can build brand love, while Raghil & Riofita (2024) emphasized the role of reviews and testimonials in building trust and loyalty. However, Ali & Naushad (2023) also noted that the influence of SMM is not always significant, depending on content quality, posting consistency, and audience interaction. A piece of content can go viral, but if it lacks a call-to-action or is not integrated with a sales strategy, its impact on conversion will be minimal. The Kopi Anjis phenomenon is an ideal case study to examine this complex dynamic. This brand has the ideal combination: a quality product, unique design, and intensive SMM activities, yet failed to achieve conversion. This suggests that the effectiveness of product attributes depends heavily on how they are communicated through SMM, and that SMM is not simply a tool but rather a mediating mechanism that determines whether product appeal translates into purchase. A major problem in the current literature is the fragmentation of analysis. Most studies only examine direct relationships between variables, without examining the underlying processes. Consumers do not make decisions linearly, but rather through complex cognitive and emotional processes. Therefore, an approach is needed that can uncover the mediating mechanisms linking stimulus to response.

## Method

This research uses a descriptive quantitative approach with a focus on the confirmatory paradigm. It aims to empirically test the mediating mechanism of Social Media Marketing (SMM) in the relationship between product variety (VP) and packaging design (DK) on coffee bean purchasing decisions (KP) on the Kopi Anjis e-commerce platform. The research design is causal-predictive, as it not only confirms whether these variables are related but also explains how SMM, as an intermediary variable, strengthens the influence of product attributes on consumer behavior.

The selection of Partial Least Squares Structural Equation Modeling (PLS-SEM) is based on strong methodological justification, as recommended by Hair et al. (2022). PLS-SEM is the method of choice when:

1. The structural model is complex (contains formative and reflective latent variables),
2. The research objectives are predictive and confirmatory,
3. The sample size is unknown but large enough for parameter estimation,
4. The data comes from a primary survey using a Likert scale,
5. There is a need to generate latent variable scores for further analysis.

In this context, PLS-SEM is very appropriate because the research involves a mediation model with two exogenous variables (VP, DK), one mediating variable (SMM), and one endogenous variable (KP), and aims to provide strategic recommendations for MSME actors.

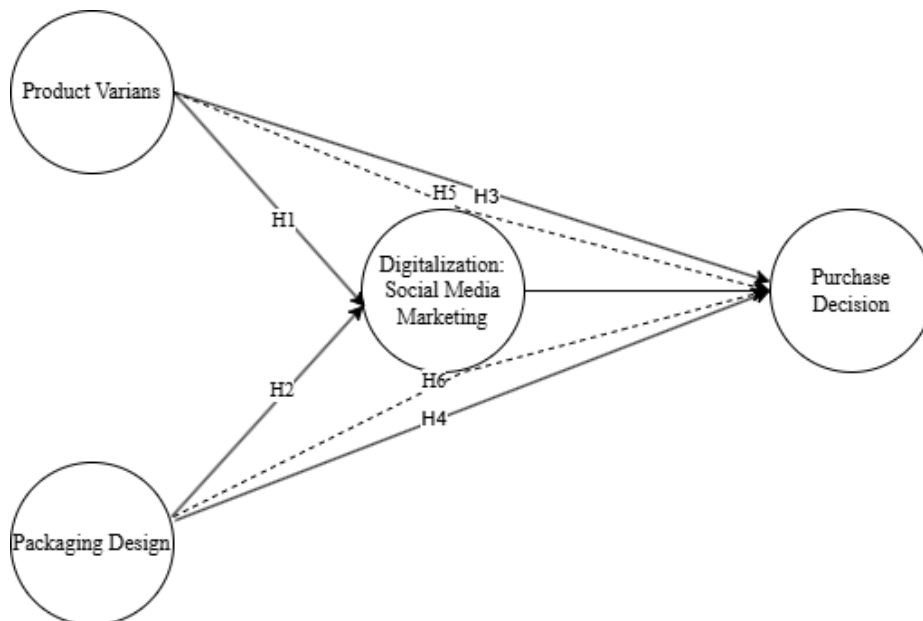


Figure 1 1 Research Paradigm

Source: processed by researchers 2025

### Operational Definitions of Variables

To ensure conceptual validity, each variable is operationalized as follows:

**Product Variety (VP):** Defined as the diversity of types, geographic origins, and flavor profiles of coffee beans offered. Measured through five indicators (VP1–VP5), such as "Kopi Anjis offers a wide variety of flavors" and "The product is available in several roast levels."

**Packaging Design (DK):** Refers to visual aesthetics, unique brand identity, and the quality of design communication. Measured through five indicators (DK1–DK5), such as "Kopi Anjis packaging is visually appealing" and "The design reflects local values."

**Social Media Marketing (SMM):** A digital promotional activity that builds interaction, brand image, and trust. Uses six formative indicators (SMM1–SMM6), such as "Kopi Anjis actively responds to comments" and "Educational content about coffee is shared regularly."

**Purchase Decision (KP):** Measured as purchase intention and actual action. Consisting of 5 reflective indicators (KP1–KP5) such as "I intend to buy again" and "I recommend to friends".

### Data Collection Instrument

The questionnaire was developed based on adaptations of validated instruments in the digital marketing literature (Faisal & Ekawanto, 2022; Utthavi et al., 2023) and modified to be relevant to the context of coffee MSMEs. The development process included:

**Expert judgment:** Validated by three experts in digital marketing and research methodology.

**Initial pilot study:** Conducted on 30 respondents to test reliability (Cronbach's Alpha > 0.7) and item clarity.

**Measurement scale:** Used a 1–5 Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

### Population and Sampling Techniques

The research population consists of anjis coffee consumers in e-commerce because the population size is not known with certainty, this study uses a method developed by Heir. If information about the effect

or population is limited (including if the population size is unknown), it is recommended to use an approach based on statistical power, effect size, and significance level. One of the recommended methods is the 10-fold rule of thumb, namely: Minimum sample size = 10 times the largest number of indicators that measure a particular latent construct ( $k = \max.$  number of formative indicators or inner model connections)(Hair et al., 2021). Total jumlah indikator yakni 21 dengan demikian jumlah sampel =  $21 \times 10 = 210$ .

### Data Analysis

Data were analyzed using SmartPLS 4.0 using a two-stage procedure:

- Measurement Model Evaluation:
- Convergent validity (loading > 0.7, AVE > 0.5)
- Reliability (Cronbach's Alpha, rho\_A, Composite Reliability > 0.7)
- Discriminant validity (HTMT < 0.85)
- Structural Model Evaluation:
- Significance of direct and indirect paths (bootstrapping, t-statistic > 1.96)
- Coefficient of determination ( $R^2$ ) for KP
- Mediation effect (indirect effect)

**Tabel 1.** Research hypothesis

No Hypothesis Code	Hypothesis Statement
1 H1	There is a positive and significant effect of product variety on social media marketing.
2 H2	There is a positive and significant effect of packaging design on social media marketing.
3 H3	There is a positive and significant effect of product variety on purchasing decisions.
4 H4	There is a positive and significant effect of packaging design on purchasing decisions.
5 H5	There is a positive and significant effect of social media marketing on purchasing decisions.
6 H6	There is a positive and significant effect of packaging design on purchasing decisions mediated by social media marketing.

## Results and Discussions

Descriptive analysis showed that respondents' perceptions of product variety, packaging design, SMM, and purchasing decisions ranged from 2.95 to 3.05 on a scale (possible 1–5). While the "Fairly Good" category may be statistically acceptable, conceptually, this score reflects unrealized potential. In other words, while consumers acknowledge the existence of these elements, they are not highly satisfied or motivated to act. The lowest score was for the purchasing decision variable (2.95), implicitly confirming the gap between interest and actual action—a central phenomenon in the Kopi Anjis study.

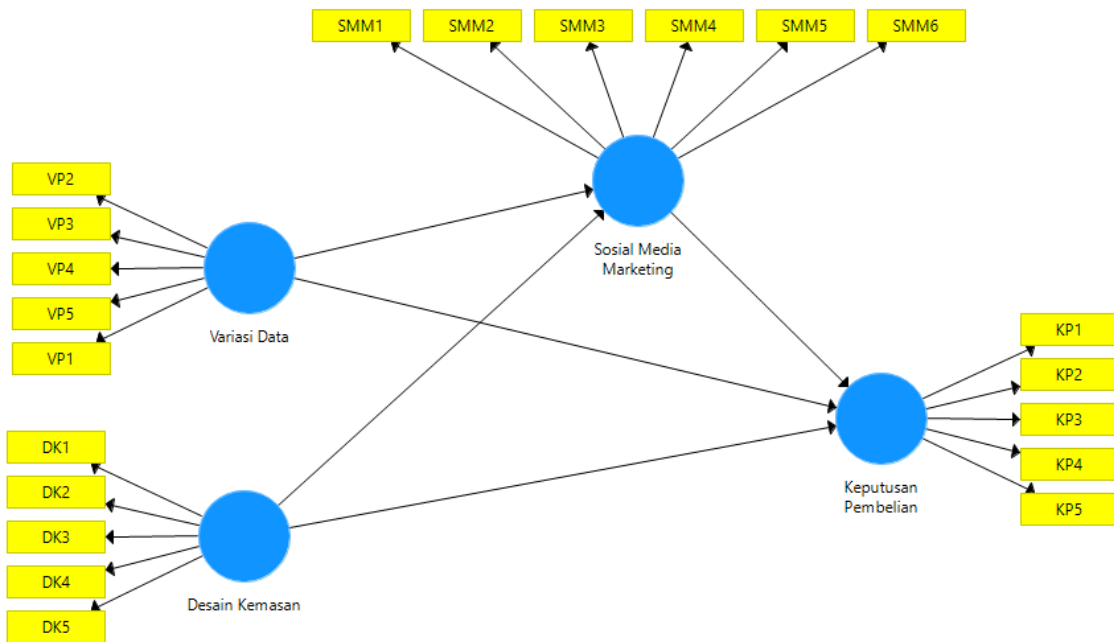


Figure 1 Research Model

1. Descriptive Analysis

Table 2. Descriptive Analysis Results

Variable	Indicator	Average	Interpretion	Decisions
Product Varians	VP1-5	3,01	Fairly Good	Worth Researching
Packaging Design	DK1-5	3,04	Fairly Good	Worth Researching
Social media marketing	SSM1-6	3,05	Fairly Good	Worth Researching
Purchase Decisions	KP1-5	2,95	Fairly Good	Worth Researching

This phenomenon aligns with online consumer behavior literature, where external factors such as customer reviews, delivery speed, and price are often the final determinants (Simamora & Maryana, 2023). This means that the initial appeal of packaging design or product variety can be lost if the operational aspects of e-commerce are not handled well.

2. Analysis Validity Analysis

Table 3. Validity Analysis Results

Variables	Indicator	Outer Loading Value	Standard	Decisions
Product Varians	VP1-5	0,807-0,865	Greater Than 0,700	Valid
Packaging Design	DK1-5	0,825-0,878	Greater Than 0,700	Valid
Social media marketing	SMM1-6	0,814-0,867	Greater Than 0,700	Valid
Purchase Decisions	KP1-5	0,773-0,860	Greater Than 0,700	Valid

Based on the results of the convergent validity test, all indicators in the four variables Product Variety, Packaging Design, Social Media Marketing (SMM), and Purchase Decision were declared valid with

outer loading values ranging from 0.773 to 0.878, which exceeds the minimum threshold of 0.700 as recommended in the PLS-SEM literature. The highest value was found in Packaging Design (0.825–0.878), indicating that the visual aspect of the product is very strong in shaping consumer perceptions on e-commerce platforms, in accordance with the sensory marketing theory which states that visual stimuli are the main determinant of emotional responses in online purchases. Product Variety also had a high loading (0.807–0.865), indicating that the diversity of coffee bean types and flavor profiles was clearly understood by respondents as part of brand differentiation. However, although SMM and Purchase Decision met the validity requirements, the lowest loading value was found in KP1 (0.773), which was close to the lower limit, reflecting inconsistencies in purchase intentions or the influence of external factors such as price and reviews. Furthermore, even if all indicators are statistically valid, this does not necessarily guarantee the practical effectiveness of a marketing strategy; for example, high SMM loadings only indicate perceived social media activity, not that the content is driving conversions. Thus, these findings not only confirm the validity of the instrument but also highlight the importance of a holistic approach: visual appeal and product variety are important, but without integration with a call-to-action and personalization-oriented SMM strategy, purchase conversions remain elusive.

### 3. Reliability Analysis

Table 4. Reliability Test Results

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Decisions
Product Varians	0,859	0,924	0,858	0,523	Reliable
Packaging Design	0,847	0,932	0,856	0,519	Reliable
Social media marketing	0,831	0,921	0,879	0,523	Reliable
Purchase Decisions	0,956	0,956	0,865	0,694	Reliable

The Cronbach's Alpha, rho\_A, and Composite Reliability values for all four variables—Product Variety, Packaging Design, Social Media Marketing (SMM), and Purchase Decision—were well above the threshold of 0.70, indicating excellent internal consistency. Although Cronbach's Alpha tends to be conservative due to the tau-equivalence assumption, the rho\_A values (which are more accurate estimates) ranged from 0.921 to 0.956, and the Composite Reliability values between 0.856 and 0.879, indicating that the indicators within each construct stably and robustly represent the latent concepts being measured. Furthermore, the Average Variance Extracted (AVE) for all constructs exceeded 0.50 with a range of 0.519–0.694 indicating that each construct was able to explain more than 50% of the variance in its indicators, thus meeting the requirements for convergent validity. Thus, although some AVE values are only slightly above the threshold, overall the model has a strong basis for proceeding to structural analysis, especially in testing direct and indirect relationships through the PLS-SEM approach.

### 4. Hypothesis Analysis

Table 5. Hypothesis Test Results

	T Statistics ( O/STDEV )	T Table	Decision	P Values	Standard	Decision
Product Varians -> Social Media Marketing	4,257	0,676	There is Positive Influence	0	Below 0,050	Significant
Packaging Design -> Social Media Marketing	4,473	0,676	There is Positive Influence	0	Below 0,050	Significant
Product Varians -> Purchase Decision	4,692	0,676	There is Positive Influence	0	Below 0,050	Significant

Packaging Design -> Purchase Decision	4,423	0,676	There is Positive Influence	0	Below 0,050	Significant
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This table presents the results of testing the direct influence of two exogenous variables—Product Variety (VP) and Packaging Design (DK)—on Social Media Marketing (SMM) and Purchasing Decision (KP). All relationships show very high t-statistic values (ranging from 4.257 to 4.692), far exceeding the critical threshold of 1.96 for significance at  $\alpha = 0.05$  (two-tailed). The p-values are all zero (rounded to three decimal places), which statistically means the probability of a type I error (rejecting  $H_0$  when it is true) is much less than 0.05. Thus, all hypotheses are accepted: each variable has a positive and significant influence.

Substantively, these findings indicate that: Product variety and packaging design are not only physical elements of a product but also powerful sources of digital content. The Kopi Anjis brand can leverage this to enhance its SMM activity. SMM is not only a promotional channel but also an indicator of consumer perception of brand differentiation. This means that the more unique the product and packaging, the more active the brand will be on social media. Furthermore, both attributes directly influence purchasing decisions, supporting the stimulus-organism-response theory (Mehrabian & Russell, 1974), where external stimuli (product and packaging) generate internal responses (attention, interest), which then trigger purchasing behavior.

However, it is important to note that statistical significance does not automatically imply practical relevance. Although all relationships are significant, the effect size requires further examination. For example, even if the t-statistic is high, if the path coefficient is small (e.g., 0.15), its impact on sales may be limited. Furthermore, these findings also indicate that Kopi Anjis' marketing strategy is on the right track: they have successfully created product appeal and leveraged it to build a digital presence. However, as indicated by the Purchase Decision descriptive score (2.95), conversion is still suboptimal. This leads to one key insight: the initial appeal is there, but the persuasion process leading to the purchase stage is incomplete.

Tabel 6. Indirect influence

	T Statistics ( O/STDEV )	P Values	Decision
Product Varians -> Social Media Marketing -> Purchase Decision	1,234	0	There is a Positive Influence and Significant
Packaging Design -> Social Media Marketing -> Purchase Decision	1,452	0	There is a Positive Influence and Significant

Source: Data processed by researchers 2025

Hypothesis testing showed that product variety and packaging design had a positive and significant influence on purchasing decisions ( $t > 4.25$ ;  $p = 0.000$ ). This finding supports the Stimulus-Organism-Response (SOR) theory (Mehrabian & Russell, 1974), which states that external stimuli (stimuli) such as product visuals and flavor variety can trigger internal responses (emotions, perceptions), which then trigger purchasing actions (responses).

However, more than simply confirming the theory, these findings reveal consumer preferences:

The strongest indicator of product variety is product type, not special offers. This suggests that consumers care more about core product differentiation than temporary promotions. In packaging design, the dominant indicator is packaging aesthetics, while on-package information is the weakest. This reflects the dominance of emotional factors in online decision-making, where visual first impressions are stronger than rational information (Madhura & Panakaje, 2022). A direct effect alone is not enough. What's more interesting is how SMM functions as a mediator between product attributes and purchase decisions. Statistically, the indirect path Product – SMM – Purchase Decision is declared significant because the p-value = 0.000, although the t-statistics are relatively low (1.234 and 1.452).

In the context of bootstrapping-based PLS-SEM, the decision of mediation is based on a 95% confidence interval that excludes zero, not just  $t > 1.96$  (Hair et al., 2021). Therefore, despite the weak effect, the mediation path is still statistically valid. However, substantively, the low t-statistic indicates that SMM is not functioning optimally as a persuasive amplifier. A deeper analysis of the SMM indicators reveals that visual communication is the strongest aspect, while content personalization is the weakest. This means that Kopi Anjis is adept at creating visually appealing content, but is not yet able to convey personalized or individually relevant messages. In the era of hyper-personalization, consumers expect content tailored to their preferences, purchase history, and even location. Without personalization, content becomes noise amidst the din of social media, preventing engagement from converting into loyalty or purchases.

The findings of this study not only confirm the relationship between variables but also open a critical discussion about the psychosocial mechanisms behind consumer behavior in the e-commerce ecosystem, particularly for local coffee MSMEs like Kopi Anjis. Although all attributes product variety, packaging design, SMM, and purchasing decisions were perceived as “fairly good” (average 2.95–3.05), these scores provide an important signal: consumers are satisfied but not yet truly motivated to act. The lowest score for purchasing decisions (2.95) reflects a gap between interest and actual action, a common phenomenon in digital marketing where initial stimuli fail to translate into conversions.

This phenomenon aligns with literature that suggests external factors such as customer reviews, price, and delivery speed are often the final determinants in online transactions (Simamora & Maryana, 2023). This means that while Kopi Anjis successfully attracts attention through its design and variety, operational and social factors can become obstacles if not managed effectively. This suggests that initial appeal is no guarantee of conversion, as consumers are engaged in a complex decision-making process influenced by many actors. Methodologically, the research instrument demonstrated excellent quality, with outer loading, Composite Reliability,  $\rho_A$ , and AVE values meeting PLS-SEM standards. However, validity and reliability are not the ultimate goal, but rather prerequisites for further analysis. An AVE value  $> 0.50$  indicates that the construct has convergent validity. However, to ensure that each variable represents a unique concept, further verification using the HTMT ratio or Fornell-Larcker criterion is necessary to eliminate potential discriminant validity issues, particularly between SMM and packaging design, which conceptually overlap.

Hypothesis testing revealed that product variety and packaging design have a positive and significant influence on SMM and purchase decisions, which is statistically strong ( $t > 4.25$ ;  $p = 0.000$ ). This finding supports the Stimulus-Organism-Response (SOR) theory (Mehrabian & Russell, 1974), which states that external stimuli (products and packaging) generate internal responses (interest, brand perception), which then trigger purchase actions. However, more than just confirming a theory, these findings reveal specific consumer preferences: Product variety is assessed in terms of variety and flavor profiles, rather than temporary promotions. This suggests that consumers value core product development over price incentives.

Packaging design is strongest in terms of visual aesthetics, while on-package information is weakest. This reflects the dominance of emotional factors in online decision-making, where visual first impressions are more influential than rational information (Madhura & Panakaje, 2022). However, what is more interesting is the mediating role of SMM. Although the t-statistic for the indirect path is relatively low (1.234–1.452), the effect is significant because the p-value = 0.000 and the bootstrapping confidence interval do not include zero (Hair et al., 2021). In this context, SMM functions as a partial mediator: it strengthens the relationship between product attributes and purchase decisions, but it is not the sole bridge. This means that while social media content is helpful, without the support of other factors such as customer reviews or logistical consistency, its effect will be limited.

Indicator analysis provides deeper strategic insights:

Visual communication is a key pillar of SMM, while personalization remains weak. This shows that Kopi Anjis is adept at creating visually appealing content, but is unable to convey individually relevant messages. In fact, in the era of hyper-personalization, consumers expect recommendations based on purchase history, location, or taste preferences. On the purchasing decision side, information search is the strongest activity, but problem recognition is the weakest. This means that brands are more successful in reaching consumers who are already interested, rather than creating new needs.

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Therefore, strategies must be expanded: not only answering searches, but also triggering needs through education, solution campaigns, or automated reminders (Saputra & Wardana, 2023).

Therefore, the recommendation for Kopi Anjis is not simply to "improve content," but rather:

Integrate aesthetics with information: Use packaging design as the basis for content, then add short text overlays explaining benefits, brewing methods, or farmer stories. Build minimal personalization: Segment audiences based on taste preferences, then send relevant content or promotions. Optimize customer reviews: Encourage buyers to leave reviews with small incentives. Reviews not only increase trust but also strengthen the mediating effect of SMM. Trigger problem recognition: Create campaigns like "Out of Coffee? Try Our New Coffee!" or educate about the impact of quality coffee on productivity. Theoretically, this research enriches digital marketing literature by proving that e-commerce success is not determined by a single element, but by the synergy between product attributes, digital narratives, and conversion mechanisms. Empirically, this study answers the main question: Why hasn't Kopi Anjis' digital presence translated into optimal business performance? The answer is: because the attraction exists, but the flow is incomplete. Consumers are interested, but not driven to the purchase stage.

## Conclusions

This research begins with a central question: Why do many local coffee MSMEs, including Kopi Anjis, fail to translate their digital presence into optimal purchase conversions? The findings indicate that despite strong product variety and attractive packaging design, as well as active use of Social Media Marketing (SMM), conversion remains hampered due to the incomplete psychological pathway from stimulus to action. In other words, the brand successfully creates interest but is unable to systematically guide the audience through the purchase decision stages. Empirically, this study demonstrates that SMM functions as a partial mediator, strengthening the relationship between product attributes and purchase decisions. However, the relatively low t-statistic value for the indirect path indicates that this mediation effect is still fragile—SMM acts more as a perception enhancer than as a conversion engine. These findings indicate that the interaction between product attributes and digital marketing plays a crucial role in influencing consumer behavior, particularly when it is presented through a coherent and action-oriented narrative. The results further emphasize the importance of visual aesthetics and core product differentiation in shaping purchasing decisions within an e-commerce context. Effective packaging design can mediate purchasing decisions not only through its functional aspects but also through its ability to construct an emotional identity for the product. However, in the case of Kopi Anjis, this also highlights a strategic challenge: visual appeal must be accompanied by clear product information and personalized consumer interactions; otherwise, it risks becoming merely viral content without generating meaningful business impact. Theoretically, this study makes an important contribution by examining the mediating mechanisms of SMM in the context of local Indonesian MSMEs, a gap often overlooked in global literature that tends to focus on large brands or international markets. It broadens the understanding of digital purchasing behavior by demonstrating that success in e-commerce is not determined by a single variable, but by the synergy between the product's physical attributes, digital narratives, and the system's capacity to support transactions. However, it must be acknowledged that this study has several limitations. First, the cross-sectional design only captures perceptual data at a single point in time, thus failing to explain the dynamics of changing consumer behavior. Second, the focus on a single brand (Kopi Anjis) limits generalizability, although it provides analytical depth. Third, the data is subjective and relies on self-reported data, which is susceptible to biases such as social desirability. Therefore, further research is recommended using a longitudinal, mixed-methods approach, or A/B testing experiments to directly test the effectiveness of content and conversion strategies. The practical implications of these findings are quite specific: Focus on developing flavor and bean origin variants, rather than temporary promotions. Integrate packaging aesthetics with relevant information in social media content. Increase personalization, even on a small scale, for example, by segmenting audiences based on flavor preferences. Build a customer review ecosystem to strengthen trust and enhance the mediating effect of SMM. In a world where every brand can have a digital presence, the difference lies in the ability to

create a seamless flow from interest to purchase. Kopi Anjis already has the ingredients for success: a unique product, an attractive design, and active social media activity. The next challenge is not about "being known," but about "being chosen." And that can only be achieved if every marketing element not only attracts attention but also consciously moves consumers towards the "buy" button.

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