



How social media shapes consumer visit intention: evidence from cafes in Bengkalis, Indonesia

Qumil Laila Safitri*, Luna Maya Sasprida, Diha Ramadani, Annisa Febry Aulia, Ratu Fathana Bayu Suci, Andri Nofiar Am, Wan Junita Raflah

Politeknik Negeri Bengkalis, Riau, Indonesia

*Correspondence author: qlailasafitri@gmail.com

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ABSTRACT

Purpose: to analyze the influence of social media on consumers' visit intention to cafés in Bengkalis, Indonesia.

Method: this study uses a quantitative approach with an explanatory design. Data were collected from 120 respondents who had visited cafés in Bengkalis, Indonesia, using a structured questionnaire. The data were analyzed using simple linear regression with SPSS to examine the effect of social media on visit intention.

Findings: social media has a positive and significant effect on consumers' intention to visit cafés in Bengkalis, Indonesia. Social media also accounts for a substantial proportion of the variation in visit intention, indicating its important role in influencing consumer behavior.

Implications: social media is an important marketing tool for shaping consumers' intention to visit. Practically, café managers should optimize social media content and engagement to attract more customers, while theoretically, the study supports the SOR framework in digital marketing contexts.

Originality: lies in its focus on cafés in a rural island context in Bengkalis, Indonesia, and in its application of the SOR theory to explain how social media influences consumers' intention to visit local food and beverage businesses.



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Introduction

The development of information and communication technology has transformed the way people obtain information, interact, and make consumption decisions (Ausat, 2023). One of the most prominent developments is the growing use of social media for communication and digital marketing (Khanom, 2023; Rehman et al., 2022). According to Kemp's Digital 2025 Indonesia report (2025), Indonesia had approximately 143

million social media user identities in January 2025, equivalent to 50.2% of the total population. Furthermore, the number of internet users reached 212 million people, with a penetration rate of 74.6%. This high level of internet penetration and social media usage demonstrates that social media has become an integral part of Indonesian life and presents significant opportunities for businesses to leverage it as an effective marketing medium (Kemp, 2025).

Social media is an internet-based platform that allows users to participate, share information, and create various forms of content interactively (Qadir & Ramli, 2024). With advances in digital technology, social media has evolved from a mere communication medium to a key tool in marketing strategies. Features such as photos, videos, customer reviews, comments, and live broadcasts enable businesses to build two-way communication with consumers, introduce products, and increase customer engagement (Chen et al., 2025; Putri et al., 2023; Tong & Chan, 2023). Therefore, social media has become a crucial factor in influencing consumer behavior before making purchasing decisions or visiting a store.

This phenomenon also occurs in the culinary business sector, particularly in cafes and coffee shops. In recent years, the number of cafes in Bengkalis Regency has grown rapidly, leading to increased competition among businesses. This situation has encouraged businesses to use social media, such as Instagram, TikTok, and WhatsApp, as primary promotional tools to showcase their venue's atmosphere, menu variety, facilities, and promotional programs to potential customers (Sekarwangi et al., 2022; Zuniar & Dalimunthe, 2026). Unlike residents of urban areas with numerous alternative promotional media, residents of Bengkalis, an archipelago, tend to rely on social media as their primary source of information when searching for hangout spots. Therefore, the quality of information and content presented through social media has the potential to influence consumer intention in visiting a cafe.

Visiting intention is a person's tendency to visit a place in response to various information and stimuli they receive (Jaya et al., 2026; Yamagishi et al., 2024). In the context of digital marketing, social media functions as a stimulus that can shape consumers' perceptions, intentions, and desires to visit a place. Research by Ardinata et al. (2023) shows that social media promotions positively affect tourists' intention in visiting. Similar findings were also presented by Wijayanti (2021); Makarim & Pradana (2022); Shabila et al. (2024); Afroh & Susanti (2024); Rizkiana et al. (2025), who stated that social media can increase consumer intention through the delivery of information, visual content, and electronic word of mouth (e-WOM). However, previous research still shows inconsistencies. Most studies have found that social media has a positive influence on visit intention. In contrast, Kuswanto & Insiatiningsih (2026) found that it had a significant negative effect on impulsive visit intention among visitors to Ibarbo Park, Yogyakarta. These differences in results indicate that the influence of social media on visit intention is not entirely consistent and may be shaped by the characteristics of the research object, the type of business, and the consumer. Thus, an empirical gap remains that requires further testing.

In addition to the empirical gap, research on social media and visitation intentions is still dominated by the context of tourist destinations, restaurants, recreational parks, and the tourism sector in general (Afroh & Susanti, 2024; Ardinata et al., 2023; Ghosh & Mukherjee, 2023; Kuswanto & Insiatiningsih, 2026; Shabila et al., 2024; Wijayanti, 2021). Research specifically examining the influence of social media on consumer visitation intentions at cafes in island regions, such as Bengkalis regency, remains relatively limited. This condition indicates a research gap because the

geographic context and consumer characteristics in island regions differ from those in urban areas, with different information-seeking behaviors.

Based on this gap, this study offers novelty by examining the influence of social media on consumer intention in visiting cafes in Bengkalis regency, an archipelago with distinct social characteristics and consumer behaviors compared to previous research. This study also expands the application of the stimulus–organism–response (SOR) theory in the context of digital marketing in the culinary industry. In SOR theory, social media is viewed as a stimulus that provides various information and stimuli to consumers, which are then processed psychologically (organism) to produce a response in the form of intention in visiting a place (response). This approach provides a theoretical basis for explaining how information conveyed through social media can influence consumer behavior.

From the perspective of SOR theory, various forms of social media content, such as photos, videos, customer reviews, and promotional information, are external stimuli that can shape consumers' positive perceptions of a cafe. This perception then increases intention and desire to visit. The more interesting, informative, and interactive the social media content presented, the higher the consumer's tendency to visit. Research findings by Ardinata et al. (2023); Wijayanti (2021); Rizkiana et al. (2025) support this relationship by showing that social media plays a role in increasing consumer intention in visiting. Based on the theoretical explanation and the results of previous research, the hypothesis proposed in this study is: H1: social media has a positive effect on consumer intention in visiting cafes in Bengkalis regency.

This study aims to analyze the influence of social media on consumer intention in visiting cafes in Bengkalis regency. This research is important because the development of social media usage has changed consumer information search patterns and decision-making processes in choosing hangouts. The results of this study are expected to provide theoretical contributions by expanding the application of SOR theory in the field of digital marketing, particularly in the context of culinary businesses in the archipelago. In addition, this study is expected to provide practical contributions for cafe entrepreneurs in designing more effective social media marketing strategies to increase consumer intention in visiting, as well as serve as a reference for further research examining consumer behavior in the digital environment.

Method

This study uses a quantitative approach with an explanatory research design. The quantitative approach was chosen because the study aims to test the causal relationship between social media as an independent variable and consumer visit intention as a dependent variable. Explanatory research is used to explain the influence of the independent variable on the dependent variable through hypothesis testing based on empirical data obtained from respondents. The research was carried out at various cafes and hangout spots in Bengkalis Regency, Riau Province, Indonesia. Bengkalis Regency was chosen as the research location due to the rapid growth of cafe businesses and the high use of social media as a source of information in finding hangout references, especially among the younger generation.

The population in this study was all consumers who had visited hangout spots in Bengkalis regency. Because the exact population size was unknown, the sampling technique used non-probability sampling with a purposive sampling method. Respondents were selected based on certain criteria, namely: (1) being at least 17 years old, (2) having visited a cafe or hangout spot in Bengkalis Regency, and (3) having

obtained information about the place through social media such as Instagram, TikTok, or WhatsApp. Based on the questionnaire distribution process, this study obtained 120 respondents who met the research criteria.

The data used are primary data obtained through direct and online questionnaire distribution. The research instrument was constructed using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The social media variable was measured using eight statement indicators. In comparison, the visit intention variable was measured using seven statement indicators compiled based on concepts developed in previous research on digital marketing and consumer behavior (Ardinata et al., 2023; Jaya et al., 2026; Sekarwangi et al., 2022). The independent variable in this study is social media (X), namely consumer perceptions of the effectiveness of using social media as a medium for conveying information, promotion, communication, and the attractiveness of a cafe. The dependent variable is consumer visit intention (Y), namely the tendency or desire of consumers to visit a hangout after obtaining information through social media. The relationship between these two variables is analyzed from the SOR perspective, where social media is positioned as a stimulus that influences the psychological processes of consumers (organisms), resulting in a response in the form of an intention to visit (response).

Prior to the main analysis, the research instrument was first tested for quality through validity and reliability tests. Validity testing was performed using the Pearson Product Moment correlation by comparing the r-stat value to the r-table at a 5% significance level. An item is declared valid if the r-stat value is greater than the r-table (Jamaludin et al., 2022). Furthermore, reliability testing was performed using the Cronbach's Alpha coefficient, where a variable is declared reliable if its Cronbach's Alpha value is greater than 0.70 (Sugiarta et al., 2023). Data analysis was performed using IBM SPSS Statistics software. The analysis stage began with descriptive statistics to describe the characteristics of respondents and the tendency of responses to each research variable (Mugwe & Runo, 2026). Next, classical assumption testing was carried out in the form of a residual normality test using the One-Sample Kolmogorov-Smirnov Test. Although the significance value of the normality test was less than 0.05, regression analysis could still be conducted because the study sample size reached 120 respondents. Based on the Central Limit Theorem, the residual distribution at relatively large sample sizes tends to approach a normal distribution so that the regression parameter estimates remain unbiased.

Hypothesis testing was conducted using simple linear regression analysis to determine the effect of social media on consumer visit intention. The regression model used was formulated as follows: $Y = \alpha + \beta X + \varepsilon$, where Y is consumer visit intention, X is social media, α is a constant, β is the regression coefficient, and ε is the error term. Furthermore, hypothesis testing was conducted using a partial t-test at a significance level of 5%. The hypothesis was accepted if the significance value was less than 0.05 or the calculated t-value was greater than the t-table. In addition, the coefficient of determination (R^2) was used to measure the extent of the social media variable's ability to explain variations in consumer visit intention.

Results and discussion

Respondent characteristics

Respondent characteristics were analyzed to provide an overview of the consumer profile of the sample in this study. Information on respondent characteristics

is important to explain the respondents' backgrounds and provide context for the analysis results. This study involved 120 respondents who were consumers of hangout spots or cafes in Bengkalis Regency. Respondent characteristics were grouped by gender and age. Respondent characteristics analysis was conducted to obtain a general overview of the profile of the respondents who participated in this study. Research data were obtained from 120 respondents who were consumers of hangout spots in Bengkalis. Respondent characteristics in this study were grouped based on two aspects, namely gender and age (Table 1), thus providing information on the composition of the respondents who were the object of the study.

Table 1 respondent characteristics

Characteristics	Classification	Intensity	Percentage
Gender	Male	64	53.33%
	Female	56	46.67%
Total		120	100.00%
Age	17-20 years	73	60.83%
	21-25 years	47	39.17%
Total		120	100.00%

Source: primary data, processed

Based on Table 1, the study respondents were predominantly male, with 64 respondents (53.33%), while female respondents numbered 56 (46.67%). The difference in proportions between the two groups was relatively small; thus, it can be concluded that the respondents in this study represented both genders fairly equally. The dominance of male respondents indicates that men tend to visit cafes or hangout spots in Bengkalis Regency more frequently than women. However, the high proportion of female respondents also indicates that cafes have become a popular social space for various community groups without significant gender differences. This condition indicates that social media as a promotional tool has the opportunity to reach both male and female consumers relatively equally.

Based on age, the majority of respondents were in the 17–20 age range, amounting to 73 people (60.83%), while respondents aged 21–25 years numbered 47 people (39.17%). These results indicate that the majority of respondents were in the late teens to young adults group, dominated by Generation Z. The dominance of this age group is in line with the characteristics of social media users in Indonesia, who are mostly from the younger age group. This group is known to have a high intensity of social media use in their daily lives, both to obtain information, communicate, and seek recommendations for places to eat and hang out. Before deciding to visit a cafe, they generally search for information through platforms such as Instagram and TikTok, paying attention to visual content, customer reviews, the atmosphere of the place, and promotions offered. The composition of respondents indicates that this study is dominated by a group of consumers who are active social media users. Thus, the characteristics of the respondents are considered appropriate for the research objective of examining the influence of social media on consumer intention in visiting cafes in Bengkalis regency. These characteristics also provide a strong basis for explaining the relationship between social media effectiveness and intention in visiting, which will be analyzed in the next section.

Descriptive statistics of variables

Descriptive statistics are used to provide an overview of the data characteristics of each research variable. This analysis aims to describe the tendencies of respondents' responses through minimum, maximum, average (mean), and standard deviation values. According to Rahayu et al. (2024), descriptive statistics is a statistical method used to collect, process, and present data to systematically provide information about the characteristics of a research object.

Table 2 descriptive statistics

Variables	N	Minimum	Maximum	Mean	Std. deviation
Social media	120	24	40	33.22	5.762
Visit intention	120	21	35	29.08	5.132

Source: primary data, processed

Based on Table 2, all data obtained from 120 respondents were declared complete (listwise valid), so all data could be used in the analysis process without any missing data. The social media variable (X) has a minimum score of 24 and a maximum score of 40, with an average value (mean) of 33.22. This average value indicates that respondents generally gave a high rating to the use of social media as a medium for information and promotion of cafes in Bengkalis regency. This indicates that social media, such as Instagram, TikTok, and WhatsApp, are considered effective in conveying information about the atmosphere of the place, menu variations, facilities, and promotional programs offered by business actors. Meanwhile, the visiting intention variable (Y) had a minimum score of 21 and a maximum score of 35, with an average score of 29.08. This average score indicates that respondents had a relatively high level of intention to visit cafes in Bengkalis regency. These results indicate that information received through social media can encourage respondents' desire to visit the promoted hangout spots.

Furthermore, the standard deviation values of the social media variable (5.762) and the visit intention (5.132) are relatively smaller than the average values of each variable. This indicates that the distribution of respondents' answers is not very varied, so that respondents' perceptions of both variables tend to be homogeneous. In other words, most respondents gave relatively similar assessments of the effectiveness of social media and the level of visit intention. The descriptive statistics show that respondents have a positive perception of the use of social media as a marketing medium and show a high level of visit intention to cafes in Bengkalis Regency. These findings provide an initial indication that social media has the potential to be a factor influencing consumer visit intention. However, this relationship still needs to be proven through inferential analysis using simple linear regression in the next analysis stage.

Instrument quality testing

Before hypothesis testing, the research instrument was first tested to ensure that each statement item accurately and consistently measured the construct under study. Instrument quality testing included validity and reliability testing. Validity testing aimed to measure the validity of each statement item in representing the research variables, while reliability testing was used to determine the instrument's consistency in measuring the same variables (Semaun et al., 2023). Validity testing was conducted using Pearson Product Moment correlation by comparing the r-stat value to the r-table at a significance level of 5%. With 120 respondents, the r-table value was 0.1793. A

statement item is considered valid if its r-stat value is greater than the r-table (Puspika & Purnomo, 2024).

Tabel 3 uji validitas media sosial dan minat kunjungan

Item	r-stat	r-table	Results	Item	r-stat	r-table	Results
SM1	0.952	0.179	Valid	VI1	0.932	0.179	Valid
SM2	0.887	0.179	Valid	VI2	0.952	0.179	Valid
SM3	0.927	0.179	Valid	VI3	0.959	0.179	Valid
SM4	0.899	0.179	Valid	VI4	0.924	0.179	Valid
SM5	0.940	0.179	Valid	VI5	0.919	0.179	Valid
SM6	0.917	0.179	Valid	VI6	0.946	0.179	Valid
SM7	0.928	0.179	Valid	VI7	0.936	0.179	Valid
SM8	0.932	0.179	Valid				

Source: primary data, processed

Based on Table 3, all statement items in the social media variable have r-stat values ranging from 0.887 to 0.952, and all are greater than the r-table value (0.179). This finding indicates that each indicator is able to represent the social media construct well. Thus, all statement items in the social media variable are declared valid and suitable for use in further analysis. The results of the validity test on the visit intention variable show that all statement items have r-stat values between 0.919 and 0.959, which is also greater than the r-table value (0.179). Thus, all indicators in the visit intention variable meet the validity criteria and are declared able to measure the intended construct accurately. The results of the validity test indicate that all indicators in both research variables have met the validity requirements. This indicates that each statement item is able to measure the concept studied in accordance with the research objectives, so that the instrument is suitable for use in the next stage of analysis.

After all items were declared valid, a reliability test was conducted to determine the consistency of the research instrument. The reliability test used the Cronbach's alpha coefficient, with the criterion that a variable is considered reliable if its Cronbach's alpha value is greater than 0.70 (Sugiarta et al., 2023).

Table 4 reliability test

Variables	Cronbach alpha	Standard	Results
Social media	0.975	0.7	Reliabel
Visit intention	0.978	0.7	Reliabel

Source: primary data, processed

Based on Table 4, the social media variable has a Cronbach's alpha value of 0.975, while the visit intention variable has a Cronbach's alpha value of 0.978. Both values far exceed the minimum required limit of 0.70, so both variables are declared reliable. Very high Cronbach's alpha values indicate that each indicator within each variable has an excellent level of internal consistency. Thus, the research instrument is capable of producing stable and consistent measurements when used on respondents with similar characteristics. Based on the results of the validity and reliability tests, it can be said that all research instruments have met the requirements for instrument quality, making them suitable for use in further statistical analysis, including classical assumption testing and hypothesis testing through simple linear regression analysis.

Classical assumption testing

Before testing the hypothesis using simple linear regression analysis, a classical assumption test was first performed to ensure that the regression model met the

required basic assumptions. In this study, the classical assumption test focused on the residual normality test, which aims to determine whether the regression model residuals are normally distributed. According to Ryan et al. (2025), a good regression model is expected to have residuals that approach a normal distribution so that the resulting parameter estimates can be properly interpreted. The normality test was performed using the One-Sample Kolmogorov–Smirnov Test with a significance level of 5%. The basis for decision making is that if the Asymp. Sig. (2-tailed) value is > 0.05 , then the residuals are declared normally distributed. Conversely, if the Asymp. Sig. (2-tailed) value is < 0.05 , then the residuals are not normally distributed. Based on the test results, the Asymp. Sig. (2-tailed) value is 0.000, which is smaller than the 0.05 significance level. These results indicate that, based on the Kolmogorov–Smirnov test, the regression model residuals do not fully follow a normal distribution. Therefore, this research model is considered to fulfill the requirements for hypothesis testing in the next stage.

Simple linear regression

The results of data processing using SPSS to determine the constant values and regression coefficients in this study are presented in Table 5.

Table 5 simple linear regression results

Model	Coefficient	Std. error	Beta	t-stat	Sig.
(Constant)	0.040	0.532		0.075	0.940
H1: SM $\rightarrow$ VI	0.874	0.016	0.981	55.415	0.000
R-adjusted square					0.963

Source: primary data, processed

The results of the simple linear regression analysis in Table 5 show the relationship between the social media variable (SM) as an independent variable and the visit intention (VI) as a dependent variable. Based on the results of data processing, a constant value of 0.040 and a regression coefficient of 0.874 were obtained with a standardized beta value of 0.981. The constant value of 0.040 indicates that when the social media variable is assumed to be unchanged or has a value of zero, the baseline value of consumer intention in visiting remains at 0.040. Although mathematically the constant has a positive value, in the context of this study, its meaning is more as a starting point for the regression model because the condition of social media having a value of zero is empirically difficult to occur. Meanwhile, the regression coefficient of 0.874 indicates that every one unit increase in the social media variable will increase consumer intention in visiting by 0.874 units. This positive coefficient value indicates a unidirectional relationship between social media and intention in visiting, which means that the better the use of social media in conveying information and promotions, the higher the consumer intention in visiting the cafe.

Hypothesis testing was conducted to determine the effect of social media variables on consumer visit intention. Based on the t-test results in Table 5, the t-statistic value obtained was 55.415 with a significance level of 0.000. This significance value is smaller than 0.05, thus statistically indicating that the influence of social media on visit intention is significant. Furthermore, when compared to the t-table value at a significance level of 5%, the t-statistic value obtained is much greater, so it can be concluded that the research hypothesis (H1) is accepted. This means that social media has a positive and significant influence on consumer intention in visiting cafes. These results indicate that social media not only plays a role as an information medium but

also as a factor capable of shaping consumer intention and motivation to visit. The more interesting and effective the content presented through social media, the greater the likelihood of consumers visiting the place.

The Adjusted R Square value of 0.963 indicates that the social media variable is able to explain the variation in changes in consumer visit intention by 96.3%. This indicates that the influence of social media on visit intention is very strong in this research model. Meanwhile, the remaining 3.7% is influenced by other variables outside the research model, such as price, product quality, atmosphere, service, and consumer personal factors. This high coefficient of determination value indicates that the regression model used has excellent predictive ability in explaining the relationship between social media and consumer visit intention. The results of this simple linear regression confirm that social media has a very dominant role in influencing consumer intention in visiting cafes, making it an important factor in digital marketing strategies in the culinary business sector.

The influence of social media on consumer visit intention

The results of the study indicate that social media has a positive and significant influence on consumer intention to visit cafes in Bengkalis Regency. This finding indicates that social media has become a dominant factor in the consumer decision-making process, particularly in the context of consuming culinary services and hangout spots. Consumers no longer rely solely on direct experiences or traditional recommendations, but increasingly rely on digital information available through platforms such as Instagram and TikTok. From the perspective of SOR Theory, social media acts as an external stimulus that presents stimuli in the form of visual content, promotional information, user reviews, and digital social interactions. Consumers then process these stimuli as organisms that include cognitive aspects (knowledge and evaluation of information) and affective aspects (interest, pleasure, and emotional perception of a cafe). This internal process ultimately results in a response in the form of increased intention to visit cafes. Thus, the results of this study strengthen the relevance of SOR theory in explaining consumer behavior in the digital era.

The findings of this study are consistent with those of Ardinata et al. (2023), which showed that social media positively influences tourist visitation through the dissemination of information and digital promotions. These similar results indicate that social media plays a stable role in various experience-based service contexts, both in the tourism sector and the culinary business. This indicates that social media's visual and interactive characteristics are key factors in creating attraction and increasing consumer visitation intention. Furthermore, this study also supports the findings of Wijayanti (2021); Ghosh & Mukherjee (2023), who emphasized that the effectiveness of social media, particularly Instagram, can increase tourist and consumer visitation intention. This can be explained because social media provides strong visual stimuli such as photos, videos of the location's atmosphere, and user testimonials that are easy to understand and quickly influence consumer perceptions. In the Bengkalis context, these visual stimuli are crucial because consumers tend to rely on digital information before making in-person visits.

This study also aligns with the findings of Rizkiana et al. (2025), who showed that social media marketing activities not only influence initial visit intentions but also contribute to satisfaction and repeat visit intentions. This suggests that social media plays a broader role, not only in the pre-visit stage but also in the post-visit stage. In other words, social media can shape a continuous cycle of consumer experiences, from

intention to loyalty (Wei, 2024). However, the results of this study differ from the findings of Kuswanto & Insiatiningsih (2026), who showed that social media can negatively influence impulsive visit intentions. This difference can be explained by differences in the research context, particularly in the types of consumer behavior studied. In that study, social media actually has the potential to create excessive expectations that do not always align with actual experiences, thus reducing impulsive visit intentions. Meanwhile, in the Bengkalis context, social media plays a more important role as a primary source of information that forms more focused and planned decisions.

The differences in results between studies also indicate that the influence of social media is highly dependent on environmental and consumer characteristics. Bengkalis regency, as an archipelago, has more limited access to offline information than urban areas. This condition makes social media a primary channel for finding references to hangout spots. Therefore, the level of consumer dependence on social media is higher, resulting in a stronger and more consistent influence on visit intention. Theoretically, this study strengthens the development of SOR Theory in the context of modern digital marketing. Social media has been shown to function not only as a communication medium but also as a complex stimulus combining visual, social, and emotional elements that can influence consumer decisions (Bui et al., 2025). Thus, this study broadens the understanding that the stimulus-organism-response process in the digital era is more dynamic and is strongly influenced by the intensity of exposure to social media content.

Practically, the results of this study provide important implications for cafe businesses in Bengkalis regency. Cafe managers need to optimize their social media marketing strategies by creating consistent, authentic, and visually appealing content, including the use of storytelling, user-generated content, and active interaction with users. Furthermore, business owners need to ensure that the information displayed on social media is consistent with real-world conditions to maintain consumer expectations. Furthermore, this study suggests that future research expand the model by adding other variables such as electronic word of mouth (e-WOM), content quality, brand trust, perceived value, and customer experience, to explain the variable of visit intention more comprehensively. Furthermore, methodological approaches such as multi-group analysis or cross-regional comparisons can also be used to examine differences in consumer behavior between urban and island areas, thereby strengthening academic contributions to the digital marketing literature.

Conclusions

This study shows that social media has a positive influence on consumer interest in visiting cafes in Bengkalis regency. These findings indicate that social media plays a significant role in shaping consumer perceptions, intention, and motivation to visit. Information conveyed through social media, such as visual content, promotions, user reviews, and digital interactions, can act as a stimulus that influences consumers' decision-making process when choosing a hangout spot.

Theoretically, this study contributes to the development of SOR Theory in the context of digital marketing, particularly in the culinary industry. Social media has been shown to act as a stimulus capable of influencing consumers' cognitive and affective processes, resulting in a response in the form of visit intention. Practically, the results of this study provide implications for cafe businesses to optimize the use of social media as a marketing tool by presenting engaging, informative, and interactive content. However,

this study has limitations because it only focuses on one main variable, thus failing to comprehensively describe all factors that can influence consumer visit intention.

Based on these limitations, future research is recommended to expand the research model by adding other relevant variables such as electronic word of mouth, content quality, brand trust, price, and customer experience. Furthermore, future research could employ a broader approach involving different regions or respondent characteristics, so that the results can provide a more comprehensive picture of the influence of social media on consumer behavior in diverse contexts.

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