Assessing the Role of Digital Marketing, Content Strategy, and Customer Interaction in Driving Sales Volume in the Café Industry

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A R T I C L E I N F O	ABSTRACT
	This study analyzes the influence of digital marketing, content strategy, and customer interaction on sales volume within the café industry. Using a quantitative method and survey data from café businesses, the research evaluates how each variable contributes to overall sales performance. Results show that all three factors have a statistically significant impact, with customer interaction proving to be the most dominant. The coefficient of determination ($R^2 = 0.672$) indicates that a substantial portion of sales variation can be explained by the model. These findings underscore the importance of building a strong digital presence, delivering engaging content, and maintaining consistent interaction with customers. From a practical perspective, cafés are encouraged to optimize their digital efforts, especially via social media, to strengthen customer relationships and drive sales growth. This study also offers relevant insights for further exploration of digital strategies in the food and beverage industry..

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1. INTRODUCTION

In the digital era, the integration of digital marketing, content strategy, and customer interaction has become essential in shaping consumer behavior and driving business performance (Guan, 2023). Digital marketing encompasses a series of coordinated promotional activities across various online platforms, including social media, search engines, and email, to market and sell goods or services (Nuseir et al., 2023). Beyond promotional purposes, it also plays a strategic role by utilizing technology to track marketing outcomes and support future business decisions based on data-driven insights (Grandhi, Patwa, & Saleem, 2021)

This marketing paradigm has rapidly evolved into a dominant approach, especially among businesses operating online. Through digital marketing, firms can establish and strengthen their online presence, maintain brand reputation, and build meaningful relationships with consumers across digital ecosystems (Nim, Pedada & Hewett, 2024). As internet access becomes more widespread and convenient, more people are spending significant time online, including for shopping activities (Li, Lin, & Juan, 2023). Consequently, traditional marketing methods are becoming less effective and are gradually being replaced by digital alternatives that align more closely with contemporary lifestyles.

The rapid progress in information and communication technology has significantly impacted how commercial activities are conducted. Among the most notable effects is the increase in sales volume and the potential to optimize profitability. Digital marketing serves as a crucial tool for

entrepreneurs to tap into new market segments and engage with potential customers (Butenko et al. 2023). By leveraging platforms such as social media, e-commerce marketplaces, and personal media channels, businesses can expand their customer base and boost revenue (Olha, 2024). As such, digital marketing has become increasingly preferred over conventional methods for its flexibility, speed, and cost-effectiveness (Rahmayani, 2023).

To achieve increased sales, businesses are adopting a variety of digital-based approaches. As the number of technology users continues to grow, firms are compelled to compete more effectively in capturing consumer interest (Wirtz, 2024). Digital marketing has emerged as one of the most practical and efficient means to enhance sales performance and attain profit targets. Sales volume, in this context, refers to both the quantity of products or services sold and the ability to influence customer decision-making through persuasive selling strategies (Duke & Amir, 2022)

Digital marketing, as a promotional activity conducted through digital media, includes a wide range of tools such as websites, email campaigns, digital TV, blogs, pay-per-click advertising, podcasts, and social media platforms (Hanoun, 2023). These elements collectively form a critical part of an organization's marketing strategy. The use of digital channels facilitates targeted communication with prospective consumers, allows better alignment with corporate goals, and fulfils consumer needs more responsively. Identify digital marketing as an online promotional activity through multiple digital platforms and infrastructure (Khanom, 2023).

Among the key components of digital marketing are content strategy and customer engagement. Delivering relevant and high-value content allows businesses to attract attention, increase brand awareness, and strengthen relationships with target audiences. Engaging content contributes to consumer involvement and, ultimately, purchase decisions (Abiola & Bisayo, 2023). In addition, interactive communication enhances customer satisfaction and loyalty, which encourages repeat purchases and expands brand reach through word-of-mouth referrals. Collectively, digital marketing, content strategy, and customer interaction serve as essential drivers of sales growth, customer retention, and long-term competitive advantage. These dynamics provide a compelling foundation for investigating the relationship between digital marketing practices and sales performance in modern business contexts (Bettina et. al, 2023).

Although digital marketing has become increasingly vital, many businesses, particularly cafés, struggle to apply it effectively to support sales growth (Rolando & Mulyono, 2025). Sales declines are often linked to weak online engagement, poor content planning, and minimal interaction with customers on platforms like Instagram. Issues such as outdated product posts, unappealing visuals, and limited use of paid promotions reduce visibility and customer reach (Putri & Windasari, 2023). Given these challenges, evaluating the impact of digital marketing, strengthened by quality content and active customer engagement, is essential to understand its role in improving sales performance (Wan, 2023).

This study explores the influence of digital marketing, content strategy, and customer engagement on sales volume in the coffee shop sector. The findings aim to support academic discourse in marketing management and offer practical insights for business practitioners by highlighting digital strategies that enhance customer interaction and sales performance. The research also serves as a reference for future studies on digital drivers of competitiveness in the food and beverage industry.

2. RESEARCH METHOD

This research applies a descriptive quantitative method, aiming to depict and summarise various social phenomena, conditions, and observable variables within the study context. The descriptive approach is employed to examine the causal relationships between independent variables, digital marketing, content strategy, and customer interaction and the dependent variable, which is sales volume. Through this design, the study offers a systematic representation of existing behaviors and interactions among the observed variables.

The type and Source of Data study utilizes quantitative data, which consists of numerical values obtained through measurement and statistical computation. The primary data source is a structured questionnaire distributed to selected respondents, while secondary data are derived from literature reviews and scientific journal references. Quantitative methods enable data

analysis through inferential statistics to validate hypotheses and measure the relationships between variables.

Operationalisation of Variables Variable operationalisation is based on relevant theoretical frameworks, ensuring measurable constructs with clear indicators. Digital marketing is measured through factors such as attractiveness, curiosity stimulation, commitment level, and affinity (Erpuni & Juju, 2024). Content strategy includes indicators such as relevance, accuracy, value, clarity, accessibility, and consistency (Ardhya et al., 2020). Customer interaction is evaluated based on communication ability, responsiveness, satisfaction, and loyalty (Chandra, 2023). Sales volume is assessed through achievement metrics, profit generation, and business growth (Joon-Hee & Wesley, 2023). All variables are measured using a 5-point Likert scale.

The Data Collection and Analysis Techniques collection is conducted using questionnaires and interviews. The questionnaire consists of statements rated on a Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree). It is distributed via Google Forms to respondents who meet the specified criteria. Interviews are conducted to gather in-depth information from business personnel regarding marketing issues. The sampling method used is probability sampling with a simple random sampling technique. The minimum required sample size is determined using the Bernoulli formula with a 95% confidence level and a 5% margin of error, resulting in a minimum of 96 respondents.

Data analysis includes descriptive statistics, instrument testing (validity and reliability), classical assumption testing (normality, multicollinearity, heteroscedasticity), and hypothesis testing. Instrument validity is tested using correlation coefficients, and reliability is assessed through Cronbach's Alpha. Classical assumption tests ensure data quality, while hypothesis testing uses t-tests and multiple regression analysis. The coefficient of determination (R^2) is used to evaluate how well independent variables explain the dependent variable. Multiple linear regression assesses the direction and strength of the relationships among variables using the equation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Where Y is the dependent variable (sales volume), X_1–X_3 are the independent variables, a is the constant, and b represents the regression coefficients.

3.   RESULTS AND DISCUSSIONS
Result Findings
Technology has rapidly changed many aspects of life and has become a necessary skill for individuals. It enables easier access to information across social, political, cultural, and economic areas. In business, these changes have influenced operations and increased competition. The rise in mobile and internet use offers MSMEs new opportunities to grow, while also challenging them to improve their marketing strategies.

Validity Test
The validity test is employed to assess whether the research questionnaire accurately measures the intended constructs. A questionnaire is considered valid if each item within it successfully represents the targeted variable. This test is generally performed using statistical software such as SPSS (Statistical Package for Social Sciences) (Dewi, 2024). The validity of each indicator is determined by comparing the calculated correlation coefficient (r-calculated) against the critical value from the r-table at a 5% significance level (α = 0.05), with the degree of freedom (df) defined as n-2, where n refers to the total sample size. If the value of r-calculated exceeds the r-table, the item is considered valid; otherwise, it is deemed invalid (Puspasari et al., 2022). The results of the validity tests for the variables digital marketing, content strategy, customer interaction, and sales volume are presented in the following table.

Table 1. Digital Marketing Variable

Items	Pearson correlation coefficient (r)	R-Tabel Value	Results
I1	0,759	0,195	Valid
I2	0,687	0,195	Valid
I3	0,676	0,195	Valid
I4	0,452	0,195	Valid
I5	0,744	0,195	Valid
I6	0,468	0,195	Valid
I7	0,338	0,195	Valid
I8	0,673	0,195	Valid

Source: Processed data using SPSS 24

The validity test for the digital marketing variable indicates that the Pearson Correlation (r-calculated) values for all eight items exceed the r-table value of 0.195 (N = 100, significance level = 0.05). Therefore, all items from statement 1 to statement 8 are considered valid.

Table 2. Content Strategy Variable

Items	Pearson correlation coefficient (r)	R-Table Value	Results
I1	0,901	0,195	Valid
I2	0,825	0,195	Valid
I3	0,920	0,195	Valid
I4	0,812	0,195	Valid
I5	0,801	0,195	Valid
I6	0,900	0,195	Valid
I7	0,820	0,195	Valid
I8	0,862	0,195	Valid
I9	0,847	0,195	Valid
I10	0,827	0,195	Valid
I11	0,845	0,195	Valid

Source: Processed data using SPSS 24

The validity test for the content strategy variable shows that the Pearson Correlation (r-calculated) values for all eleven items are greater than the r-table value of 0.195 (N = 100, significance level = 0.05). Thus, all items from statement 1 to statement 11 are confirmed to be valid.

Table 3. Customer Interaction Variable

Items	Pearson correlation coefficient (r)	R-Table Value	Results
I1	0,595	0,195	Valid
I2	0,703	0,195	Valid
I3	0,635	0,195	Valid
I4	0,489	0,195	Valid
I5	0,706	0,195	Valid
I6	0,442	0,195	Valid
I7	0,348	0,195	Valid
I8	0,637	0,195	Valid

Source: Processed data using SPSS 24

The validity test for the customer interaction variable reveals that the Pearson Correlation (r-calculated) values for all eight items exceed the r-table value of 0.195 (N = 100, significance level = 0.05). Therefore, all items from statement 1 to statement 8 are deemed valid.

Table 4. Sales Volume Variable

Items	Pearson correlation coefficient (r)	R-Tabel Value	Results
I1	0,595	0,195	Valid
I2	0,703	0,195	Valid
I3	0,635	0,195	Valid
I4	0,489	0,195	Valid
I5	0,706	0,195	Valid
I6	0,442	0,195	Valid
I7	0,348	0,195	Valid
I8	0,637	0,195	Valid

Source: Processed data using SPSS 24

The validity test for the sales volume variable shows that the Pearson Correlation (r-calculated) values for all eight items are higher than the r-table value of 0.195 (N = 100, significance level = 0.05). Accordingly, all items from statement 1 to statement 8 are confirmed to be valid.

Reliability Test
The reliability test is conducted to determine whether the measurement instrument can consistently produce stable results when assessing the same phenomenon. A variable is considered to have good reliability if the Cronbach's Alpha coefficient exceeds 0.6, indicating that the instrument is reliable.

Table 5. Reliability Test Results

No	Variable	Cronbach's Alpha	critical r-value	Description
1	Digital Marketing (X1)	0,721	0,6	Reliabel
2	Content Strategy (X2)	0,958	0,6	Reliabel
3	Customer Interaction (X3)	0,678	0,6	Reliabel
4	Sales Volume (Y)	0,922	0,6	Reliabel

Source: Processed data using SPSS 24

The results presented in Table 4.6 indicate that the Cronbach's Alpha values for all variables exceed the threshold of 0.6. Based on these findings, it can be concluded that the variables digital marketing, content strategy, customer interaction, and sales volume are reliable.

Multicollinearity Test
The multicollinearity test is conducted to determine whether there is a significant correlation among the independent variables in the regression model. This test involves calculating the Tolerance and Variance Inflation Factor (VIF) values. The results of the multicollinearity test are presented in the table below.

Table 6. Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,384	2,932		,813	,418		
	X1	-,006	,141	-,005	-,044	,965	,356	2,812
	X2	,353	,069	,493	5,137	,000	,421	2,374
	X3	,450	,160	,353	2,817	,006	,248	4,027

a. Dependent Variable: Y

Source: Processed data using SPSS 24

Based on the coefficient output table, the collinearity statistics show that the tolerance values for the digital marketing, content strategy, and customer interaction variables are 0.356, 0.421, and 0.248, respectively. All these tolerance values exceed the minimum threshold of 0.10. In addition, the Variance Inflation Factor (VIF) values are 2.812 for digital marketing, 2.374 for content strategy, and 4.027 for customer interaction. Since all VIF values are below the cutoff of 10.00, it can be concluded that there is no indication of multicollinearity in the regression model.

Heteroscedasticity Test

The heteroscedasticity test is conducted to assess whether there are inconsistent variances in the residuals of the research model. If heteroscedasticity is not detected, the regression model can be considered valid and appropriate. In this study, the heteroscedasticity test was performed using the Glejser test, with the results presented below.

Table 7. Hasil Uji Heterokedastisitas
Coefficients^a

odel		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinear Tolerance
	(Constant)	12,820	1,560		8,221	,000	
	X1	-,068	,075	-,117	-,912	,364	,35
	X2	-,181	,037	-,585	-4,948	,122	,42
	X3	,004	,085	,007	,045	,964	,24

Source: Processed data using SPSS 24

Based on the output table, the significance (Sig.) values for the digital marketing, content strategy, and customer interaction variables are 0.364, 0.122, and 0.964, respectively. As all significance values exceed the threshold of 0.05, it can be concluded that there is no indication of heteroscedasticity in the regression model.

Table 8. Coefficient of Determination (R^2) Results
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,819^a	,672	,661	3,070

a. Predictors: (Constant), X1, StrategiKonten, X3
Sumber: Hasil olah data SPSS 24

Based on the output table, the coefficient of determination (R^2) is reported at 0.672. This indicates that approximately 67% of the variation in the dependent variable sales volume can be explained by the three independent variables: digital marketing, content strategy, and customer interaction. The remaining 33% (100% – 67%) is attributed to other factors not included in this research model.

t-Test (Partial Test)

The t-test is employed to assess the extent to which each independent variable influences the dependent variable while controlling for the effects of other variables in the model. This test also examines whether there is a partial effect of personal values and entrepreneurial attitudes on product innovation, and whether the effects of the independent variables are statistically significant.

Table 9. t-Test (Partial Test) Results
Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8,199	2,686		3,052	,003
	X1	,700	,111	,563	6,294	,000
	X2	,200	,063	,286	3,195	,002
	X3	1,186	,130	,929	9,152	,000

Source: Processed data using SPSS 24

a. **Effect of Digital Marketing (X_1) on Sales Volume**
    Based on the table, the digital marketing variable has a significance value of 0.000. Since the significance value is below the threshold of 0.05, it can be concluded that digital marketing has a significant effect on sales volume.
b. **Effect of Content Strategy (X_2) on Sales Volume**
    According to the table, the content strategy variable shows a significance value of 0.002. As this value is less than 0.05, it can be concluded that content strategy significantly influences sales volume.
c. **Effect of Customer Interaction (X_3) on Sales Volume**
    Referring to the table, the customer interaction variable has a significance value of 0.000. Given that this value is below 0.05, it can be concluded that customer interaction has a significant impact on sales volume.

Discussion
The Influence of Digital Marketing on Sales Volume
Regression analysis reveals that digital marketing has a significant impact on sales volume in the café sector, with a p-value of 0.000, indicating strong statistical significance. This result supports the findings of Rahmayani (2023), who concluded that digital marketing positively influences sales performance in small-scale industries. The implication is clear, digital marketing plays a pivotal role in shaping business outcomes by affecting customer reach and purchase behavior.
In the context of Industry 4.0, the integration of digital technology into commerce has transformed how businesses communicate and promote their products. Digital media surpasses traditional methods by eliminating geographical constraints and enabling efficient targeting of broader audiences (Singha,2024). The widespread use of the internet and social media in Indonesia presents a significant opportunity for utilizing digital platforms in marketing activities. Through digital marketing, micro, small, and medium enterprises (MSMEs) are able to establish direct communication with customers, enhance product exposure, and boost their sales outcomes (Rusdana, Choirani & Friska, 2022). Consequently, digital marketing serves as a critical factor in advancing the development and competitiveness of café businesses.

The Influence of Content Strategy on Sales Volume
The regression results indicate that a well-developed content strategy has a notable impact on increasing sales volume within the café industry, thereby validating the initial hypothesis. This outcome highlights the importance of crafting content that effectively influences consumer purchasing behavior, demonstrating that thoughtful content development can directly support stronger sales outcomes. The link between content planning and sales performance stems from the capacity of compelling and audience-relevant materials to attract attention and foster interaction. Whether delivered through text, video, or visual formats, content that aligns with audience preferences can drive higher engagement, strengthen consumer trust, and influence buying decisions. By prioritizing audience needs and maintaining consistency in messaging,

businesses can build stronger brand presence, encourage long-term customer relationships, and improve commercial success in the café sector. (Luo et al, 2022)

The Influence of Customer Interaction on Sales Volume
Findings from the regression analysis demonstrate that active customer engagement significantly contributes to higher sales in the café sector. This underscores the value of maintaining consistent, meaningful exchanges between businesses and their customers, which can shape purchasing choices and foster brand loyalty. Regular, attentive communication enhances the overall customer experience and encourages repeat purchases, both of which are essential to driving sales growth (Guo et al, 2024). Building trust through timely and responsive communication is key to establishing long-term customer relationships. Utilizing diverse communication platforms such as social media, messaging apps, phone calls, or email enables businesses to stay connected with their audience and promptly address their needs. Positive experiences through these interactions not only improve satisfaction but also inspire customers to share their experiences with others, helping to attract new patrons and broaden market reach (Pius & Akpan, 2024). In essence, maintaining high-quality customer interaction strengthens loyalty and supports sustainable sales performance in the café industry.

4.   CONCLUSION
This research examined the influence of digital marketing, content strategy, and customer interaction on sales volume within the café industry. The t-test results from SPSS Statistics 24 revealed significance values of 0.000 for digital marketing, 0.002 for content strategy, and 0.000 for customer interaction, all below the 0.05 threshold, indicating that each variable has a statistically significant effect on sales performance. Furthermore, the coefficient of determination (R^2) value of 0.672 suggests that these three factors collectively account for 67% of the variance in sales volume, while the remaining 33% may be influenced by variables not examined in this study. These findings demonstrate the strong combined impact of digital marketing efforts, strategic content development, and customer engagement on business outcomes in the café sector. Drawing from the study's conclusions, it is advised that café businesses enhance their presence on digital platforms, particularly Instagram and TikTok, by developing a cohesive and visually engaging brand identity that can increase recognition and attract potential customers. In addition, improving the responsiveness and overall quality of customer service is essential, as timely and attentive interactions are likely to boost customer satisfaction and encourage loyalty, which may lead to higher sales performance. Given the study's scope, future research should consider incorporating other relevant variables to gain a more comprehensive understanding of the elements that influence sales outcomes in this industry.

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