DIGITAL ENTREPRENEURSHIP ON PURCHASE DECISIONS: ANALYSIS OF CONTENT-BASED BUSINESS, ONLINE STORE, AND BUSINESS MATCHMAKING

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Backgrounds: The advancement of technology has significantly impacted various sectors, including food and beverage (F&B) companies. Previously, trading, shopping, and promotion activities were conducted directly, but now these activities are primarily online. Consequently, F&B owners need distinctive characteristics and effective use of digital media to stay competitive.

Purpose: This study aims to determine the influence of digital entrepreneurship on purchase decisions within F&B companies in West Java, Indonesia.

Design/methodology/approach: A quantitative research method was employed, surveying 100 respondents from F&B consumers using purposive sampling. Data were collected through a structured questionnaire and analyzed with Structural Equation Modeling (SEM) using SmartPLS v.4.0, including validity and reliability tests.

Findings/Results: The study found a significant impact of digital entrepreneurship on purchase decisions. Positive influences were noted in content-based business, community-based business, matchmaking business, and promotion. However, the online store variable showed a positive but statistically insignificant effect.

Conclusion: The results underscore the importance for F&B proprietors to strategically integrate digital entrepreneurship elements to enhance and optimize purchase decision dynamics.

Originality/value (State of the art): This research highlights the growing significance of digital entrepreneurship in the F&B sector, offering insights into how various digital strategies influence consumer purchasing behavior, which is crucial for adapting to the evolving market landscape.

Keywords: digital entrepreneurship, social media, digital marketing strategies, promotional content, purchase decisions.

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INTRODUCTION

The current era of globalization has witnessed rapid technological and informational developments, transforming communication and business practices, particularly in food and beverage (F&B) companies (Hermina & Fauziah, 2022). In the pre-internet era, trading, shopping, and promotions were conducted directly, but the advent of online capabilities has revolutionized these activities (Rayna & Striukova, 2021). The potential of information technology has significantly broadened, enabling individuals to sell products or services easily through online marketplaces and social media, transcending geographical boundaries. A survey by the Indonesian Internet Service Providers Association (APJII) revealed a substantial increase in internet usage, reaching a penetration rate of 79.5% in Indonesia (Antaranews, 2024). This surge in internet utilization presents a tremendous opportunity for digital entrepreneurs. Digital entrepreneurship, facilitated by internet technology, allows individuals to establish businesses with global reach. Entrepreneurs must ensure technological compatibility with mobile devices, as consumers access sites or applications to promote businesses (Bellaaj, 2023).

The shift to online business models has had a major impact on F&B companies. Digital entrepreneurship, powered by advancements in technology, allows businesses to grow faster and engage with more customers. For example, entrepreneurs must ensure that their websites and applications work well on mobile devices since many consumers shop online using their smartphones (Bellaaj, 2023). Proper management of online platforms helps businesses boost productivity and stay competitive in the crowded F&B sector. Moreover, the COVID-19 pandemic pushed many businesses to adopt online models as physical stores faced restrictions (Mahbubi, 2022). F&B companies turned to digital marketing and sales to keep their businesses running. Coffee shops, for example, have become popular as community spaces where people can work and socialize (Pratiwi et al. 2024). Social media platforms, particularly Instagram, have become essential tools for F&B businesses to promote their products and services (Kartika & Pandjaitan, 2023). Through Instagram, these companies can share content like pictures of their menu, the ambiance of their space, and special offers. However, despite the benefits of digital marketing, many F&B businesses still face challenges, such as creating consistent content, raising awareness, and standing out in a highly competitive market.

The effective management of digital platforms by entrepreneurs leads to well-run businesses and increased production, fostering competitiveness in the market (Ngoasong, 2018; Susanto et al. 2023). Adaptation to online models becomes imperative, especially during the COVID-19 pandemic, where minimizing physical transactions is recommended (Wijayanti et al. 2022; Mahbubi, 2022). Entrepreneurs must capitalize on digital entrepreneurship to navigate economic challenges and contribute to overall economic prosperity. As technological advancements make internet access more accessible, the coffee shop phenomenon has flourished, with companies serving as communal spaces for work or casual interactions (Pratiwi et al. 2024). Social media, particularly Instagram, plays a crucial role in marketing for F&B companies (Kartika & Pandjaitan, 2023; Safrin & Simanjorang, 2023; Dian & Harsoyo, 2024). Previous research, like Hermina and Fauziah (2022), has focused on the broader impact of digital transformation but did not address the unique issues faced by F&B companies when trying to build loyal customers in a competitive market. Similarly, Rayna and Striukova (2021) highlighted the potential of online platforms but did not dive deeply into the F&B sector.

Digital entrepreneurship refers to leveraging technology platforms and communication tools to identify and pursue business opportunities (Kraus et al. 2019). This includes online sales, social media marketing, and management through digital means, allowing entrepreneurs to address customer needs creatively. The rise of digital entrepreneurship is expected to drive economic growth by generating new businesses and jobs. Entrepreneurs can operate globally and benefit from cost savings by avoiding expenses such as rent and utilities (Wardhana, 2024). The ability to reach broader audiences enhances sales potential while maintaining fixed costs. Promotion is essential in digital entrepreneurship, defined as a company's efforts to convey product benefits and persuade consumers (Kotler & Armstrong, 2016). Samosir and Prayoga (2015) outline four indicators of online promotion: online advertising, customer service, discounts, and social media engagement. Understanding consumer purchasing decisions is vital, influenced by various factors such as product type, brand, seller choice, and payment methods (Kotler & Armstrong, 2016).

Successful strategies depend on grasping the nuances of consumer behavior (Allen, 2019).

Content-based businesses focus on creating valuable content for specific audiences, utilizing resources like proprietary content for competitive advantage (Allen, 2019; Barney, 1991). Mavlanova et al. (2012) highlight how quality content can build consumer trust and enhance market position. User engagement on digital platforms further increases their value (Yu & Ramaprasad, 2019). Revenue can be generated through advertising and sponsorships (Zayani, 2021). Community-based businesses aim to serve local groups and contribute to societal welfare. Allen (2019) lists six content marketing indicators, including relevance and consistency, essential for effective communication. Digital platforms facilitate efficient matchmaking among various stakeholders, enhancing business interactions in a complex digital landscape (Allen, 2019).

The new aspect of this research is its focus on how content-based and community-based business models affect consumer behavior in the F&B sector. This research will contribute to the growing knowledge of digital entrepreneurship by exploring how online strategies work for F&B companies and what challenges these companies face when trying to keep up with digital trends. This study aims to analyze content-based businesses, community engagement, online stores, matchmaking business models, and promotions to understand how they impact consumer purchasing decisions. The research will evaluate key factors such as how relevant and consistent the content is, how community-based strategies can build loyalty, and how promotional activities influence consumers.

This research is based on theories like the resource-based view (Barney, 1991), which suggests that unique content is a valuable resource for businesses, and signaling theory (Mavlanova et al. 2012), which focuses on how providing accurate information builds trust with consumers. By combining these theories, this research provides a framework for evaluating how digital strategies can work effectively in the F&B sector. The goal of this research is to analyze how different digital entrepreneurship strategies such as content-based businesses, community engagement, online stores, matchmaking models, and promotions affect purchasing decisions in the F&B sector in Indonesia. The study aims to provide practical insights that F&B companies can use to improve their digital strategies, attract more customers, and stay competitive in an increasingly digital marketplace.

METHODS

This investigation was carried out among consumers in the F&B companies in Bogor, Indonesia, spanning from September 2022 to June 2023. Employing quantitative research, a method for testing specific theories by scrutinizing the relationships between variables, the study focused on individuals who had purchased products from F&B companies. The study population comprised the residents of the West Bogor sub-district, totaling 249,708 individuals as per the 2022 BPS data. The samples for this research were drawn from consumers familiar with and having purchased products from the F&B companies. The Cochran formula was employed due to the uncertain population size. A non-probability sampling technique, specifically the purposive sampling method, was utilized. Primary data encompassed respondent characteristic data, respondent perception data regarding content-based business, community-based business, online stores, matchmaking business, promotion, and perceptions related to purchasing decisions.

Content-based businesses rely on the creation and distribution of high-quality content to attract and retain customers. The impact of this content on consumer purchasing decisions is significant, with quality and relevance playing a crucial role (Bisht et al. 2019). If the content is valuable, informative, and aligns with the needs and interests of the target audience, it is likely to influence purchasing decisions. Conversely, low-quality or irrelevant content is unlikely to have an impact. This assertion is supported by research conducted by Nandita et al. (2023), which examined the influence of Instagram content on purchasing decisions. This indicates that content-based businesses, that generate and distribute engaging, informative, or entertaining content, contribute positively to customers' purchasing behavior. High-quality content can attract and retain customers, build trust, and enhance the perceived value of products or services, making customers more likely to make a purchase.

H1: Content-based Business has a positive and significant influence on purchasing decisions.

Community-based businesses prioritize building and maintaining interactions with customers and the community. These businesses often rely on recommendations and consumer loyalty to drive sales. The strength of relationships a community-based business has with its customers and the community can significantly impact purchasing decisions. Research conducted by Pentina et al. (2008) highlights the importance of interaction between companies and consumers in sharing opinions through various platforms, improving relationships, and influencing consumer perceptions and purchasing decisions. Hilmiya's (2019) research on the influence of community, features, and price on purchasing decisions for 4G smartphones further supports the positive impact of community on purchasing decisions. This suggests that community-based businesses, which often emphasize local involvement, social responsibility, and strong relationships with their customer base, can enhance customers' buying behavior. It means that the community-focused efforts of a business play a crucial role in shaping customers' choices. The strong connection to the community and the positive perception of the business's social impact can significantly affect customers' decisions to buy from them rather than from competitors who might not emphasize these aspects.

H2: Community-based Business has a positive and significant influence on purchasing decisions.

Online stores play a crucial role in shaping purchasing decisions due to their convenience and ease of use. Offering a wide variety of products at potentially lower prices than physical stores, online stores enable consumers to compare prices and read reviews easily. Additionally, features like personalized recommendations, fast shipping, and easy return policies can influence purchasing decisions (Wibisono & Holili, 2022). Mahmud's (2023) research on the effect of digital promotion and go-food application service quality on purchasing decisions reinforces the positive impact of online stores. This indicates that an online store contributes positively to customers' purchasing behavior. Factors such as a user-friendly interface, attractive product listings, easy navigation, and effective customer service can enhance the shopping experience, making customers more likely to complete their purchases.

H3: The online store has a positive and significant influence on purchasing decisions.

Business matching involves collaborating with similar businesses in the community to achieve progress and sustainability (Permadi et al. 2018). Collaboration benefits businesses, providing opportunities for producing high-quality, unique products and expanding through online marketing. Kurniadi's (2021) research on the business matching model shows that face-to-face business matching speeds up decision-making, fostering business collaboration. This suggests that the impact of matchmaking on purchasing decisions means that the process of pairing or connecting F&B companies with suitable suppliers, partners, or products has a substantial and beneficial effect on their buying choices.

H4: Matchmaking has a positive and significant influence on F&B companies purchasing decisions.

Promotion plays a crucial role in influencing consumer purchasing decisions by increasing awareness, arousing interest, and providing essential information. Easy access to social media allows companies to carry out promotional activities more effectively (Nanda & Fitryani, 2022). Rosida & Haryanti's (2020) research on the influence of online promotions and price perceptions on purchasing decisions confirms the positive impact of promotions. This suggests that promotional activities, such as discounts, special offers, advertising, or sales campaigns, have a significant effect on the buying behavior of companies within the F&B industry.

H5: Promotion has a positive and significant influence on the purchasing decisions of F&B companies.

Content-based business (X1) is characterized as generating value for customers by delivering specific content in a digital format (Allen, 2019). It encompasses four measurement items: videos, webinars, articles, and recipes. Community-Based Business (X2) is described as a platform where the majority of content arises from user participation, with two measuring items including a discussion forum and specific content. Online Store (X3) includes three measurement items, reflecting a platform for selling goods or services, along with cross-selling, upselling, and subscription features. Business Matchmaking (X4) involves bringing together individuals previously unconnected and is examined through subscription fees and transaction fees. Promotion (X5) is defined as having the objective to attract new customers and is measured through coupons and special offers. Purchase Decision (Y) is defined as the appropriate determination of whether to buy or not buy a product or item. Its four measuring

items include problem introduction, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. All indicators are evaluated on a Likert 5-point scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

The Structural Equation Modeling (SEM) method was adopted as a comprehensive evaluation tool for studying the relationships between variables, surpassing the capabilities of path analysis. SEM not only establishes causal relationships but also gauges the components influencing construct formation. The Partial Least Square (PLS) method was chosen as a quantitative analysis approach. PLS serves not only to confirm theories but also to establish relationships and test Ghozali's (2008) propositions. PLS was deemed suitable for this research due to its ability to describe multi-level causal relationships, confirm latent variable indicators, and offer statistical efficiency by simultaneously analyzing various latent variables.

The choice of the PLS analysis model was influenced by several factors: the conceptual framework's use of multi-level causal relationships, the utilization of latent variables measured by indicators, and PLS's capacity for variance-based SEM, allowing the simultaneous analysis of multiple latent variables, enhancing statistical efficiency. PLS was considered a powerful method, notably for not requiring many assumptions. This analytical model was chosen due to its aptness for the research's requirements in describing complex relationships, confirming latent variable indicators, and providing statistical efficiency. Additionally, PLS's simplicity and minimal assumptions further contributed to its selection for this study.

RESULTS

This research is crucial for presenting the characteristics of the respondents, aiming to delineate their situation or conditions. This information serves to provide additional insights, enhancing comprehension of the research outcomes. The presentation of descriptive data in this study seeks to unveil the profile of the research data and explore the relationships among the variables utilized in the research. The characteristics of respondents examined include gender, age, the highest level of education, and current employment. The data collection for respondents employed the purposive sampling technique.

From the total pool of 100 respondents, 56 were male, and 44 were female, constituting 56% and 44%, respectively. Consequently, it is evident that a higher representation of male respondents was observed in this study. Analyzing Table 1, it becomes apparent that among the 100 respondents, 11% were aged 15–20 years, 73% were aged 20–25 years, 9% were aged 26–30 years, 5% were aged 31–40 years, and 2% were aged 50 years and above. Thus, respondents aged 20–25 constituted the largest cohort. Examining the educational background, 70% of respondents had completed middle school, 6% had a diploma, and 24% had an undergraduate degree. Hence, a preponderance of respondents held a final educational qualification of middle school. Regarding employment status, out of the total 100 respondents, 27% were employed as students, 2% as civil servants, 24% as private employees, 5% as entrepreneurs, and 20% had other occupations. It is evident that a higher proportion of respondents were engaged in student-related occupations.

Table 1. Demographic characteristics of respondents

Characteristics	Freq.	Percentage
Gender		
Male	56	56
Female	44	44
Age		
15 - 20	11	11
20 – 25	73	73
26 – 30	9	9
31 – 40	5	5
50 – 65	2	2

Characteristics	Freq.	Percentage
Education		
Middle school	70	70
Diploma	6	6
Undergraduate	24	24
Employment Status		
Students	27	27
Civil servants	2	2
Private employees	24	24
Entrepreneurs	5	5
Others	20	20

Convergent validity assesses the degree to which a measurement instrument can yield results that align or converge with other measurement instruments whose validity has been acknowledged in assessing the same construct. This research incorporates five exogenous variables, namely Content-Based Business, Community-Based Business, Online Store, Matchmaking Business, and Promotion, as well as one endogenous variable, namely Purchase Decision, with a loading factor limit of 0.60 set to be applied. Moreover, discriminant validity procedures were executed to ensure that each concept within each latent model exhibited distinct differences from the other variables. Information concerning the discriminant validity of the research model is available in the following table, presenting the outcomes of the cross-loading calculation. Additionally, each indicator item displayed a significant loading value on its respective construct, denoted by a value > 0.6. This signifies that all constructs or latent variables have successfully demonstrated superior discriminant validity in comparison to the indicators present in the other blocks (Figure 1).

Furthermore, Average Variance Extracted (AVE) is examined as the degree to which measurement variables in a model capture the variance they are anticipated to represent. AVE is commonly employed to assess convergent validity, signifying the degree to which measurement variables within a construct correlate with each other and attain the anticipated variance. AVE measures the amount of variance explained by the measurement variable concerning the overall variance of the construct. AVE values range between 0 and 1, with higher values indicating better convergence. All constructs exhibit an AVE value above 0.50. Thus, there is no issue with convergent validity in the tested model. Composite reliability evaluates the true reliability of a variable, while Cronbach's alpha provides the lowest estimate of the variable's reliability. To meet standards, the composite reliability value should exceed 0.6, and Cronbach's alpha value should surpass 0.60 (Ghozali, 2008). Results demonstrate that the composite reliability value for all constructs surpasses 0.60. Therefore, it can be inferred that all constructs possess commendable reliability. By examining the Cronbach's alpha value of the indicator block measuring the construct, a construct is deemed reliable if the Cronbach's alpha value exceeds 0.60. Consequently, it is apparent from Table 2 that all constructs are deemed reliable as their values surpass 0.60.
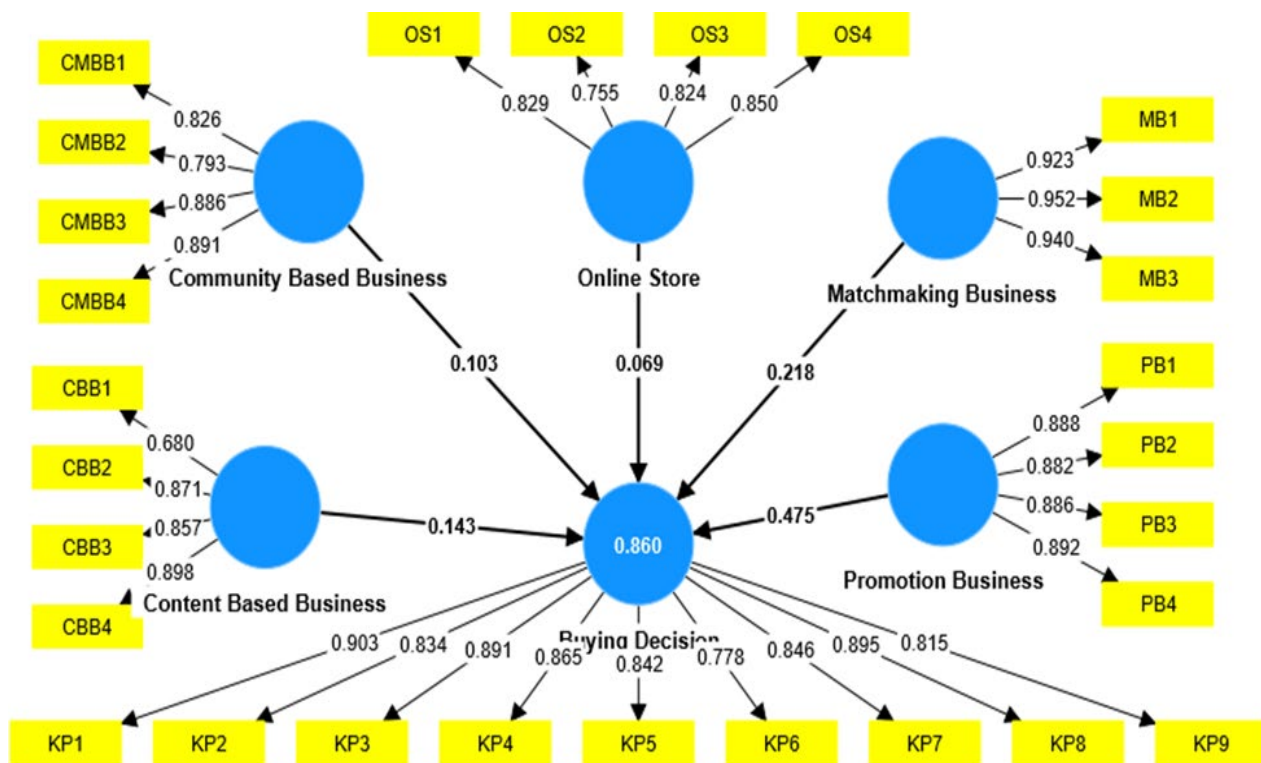

Figure 1. PLS Model

Table 2. Outer loadings, average variance extracted, and cronbach's alpha

Constructs	Outer Loading	AVE	rho_a	rho_c	α
Content-Based Business		0.691	0.877	0.898	0.848
CBB1	0.680				
CBB2	0.871				
CBB3	0.857				
CBB4	0.898				
Community-Based Business		0.722	0.895	0.912	0.873
CMBB1	0.826				
CMBB2	0.793				
CMBB3	0.886				
CMBB4	0.891				
Online Store		0.664	0.849	0.888	0.833
OS1	0.829				
OS2	0.755				
OS3	0.824				
OS4	0.850				
Matchmaking Business		0.881	0.933	0.957	0.932
MB1	0.923				
MB2	0.952				
MB3	0.940				
Promotion		0.787	0.912	0.937	0.910
BP1	0.888				
BP2	0.882				
BP3	0.886				
BP4	0.892				
Purchase Decision		0.727	0.954	0.960	0.953
PD1	0.903				
PD2	0.834				
PD3	0.891				
PD4	0.865				
PD5	0.842				
PD6	0.778				
PD7	0.846				
PD8	0.895				
PD9	0.815				

To assess the significance of the prediction model and test the structural relationships, the t-statistic values between the independent and dependent variables in the direct influence table (path coefficient) were examined in the SmartPLS output (Table 3). The significance of the path coefficient or direct influence on each variable is determined by evaluating the p-values, with significance considered when p-values < 0.2 and t-statistic $> (1.290)$. The determination of the constructs' significance (content-based business, community-based business, online store, matchmaking business, and promotion) is based on a significance

level of 0.95 (95%). Additionally, the adjusted R-square value was found to be 0.853. This indicates that Content Based Business, Community Based Business, Online Store, Matchmaking Business, and Promotion collectively explain 85.3% of the variability in purchasing decisions. The remaining 14.7% is attributed to other factors not included in this research model. Each relationship was tested through simulation using the bootstrapping method on the sample to address potential abnormalities in research data. The results of the test using the bootstrapping method from PLS analysis are illustrated in Figure 2.

Table 3. Direct Effect

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	t statistics (|O/STDEV|)	P values
Content Based Business (CBB)→Purchase Decision (PD)	0.143	0.152	0.089	1.600	0.110
Community Based Business (CMBB)→ Purchase Decision (PD)	0.103	0.099	0.063	1.652	0.099
Online Store (OS) → Purchase Decision (PD)	0.069	0.067	0.056	1.242	0.214
Business Matchmaking (BM) → Purchase Decision (PD)	0.218	0.212	0.103	2.110	0.035
Business Promotion (BP) → Purchase Decision (PD)	0.475	0.475	0.113	4.217	0.000

R-square = 0.860

R-square adjusted = 0.853

The study found that Content Based Business has a significant effect on consumer purchasing decisions in F&B companies in West Java. This is shown by a p-value of 0.110 and a t-statistic of 1.600, meaning that engaging content on platforms like Instagram, such as comedy videos and product demos, positively influences consumer choices. This agrees with research by Satiti and Wajdi (2023), which highlights the impact of content marketing on purchasing decisions. Community-based business also shows a significant positive impact with a p-value of 0.099 and a t-statistic of 1.652. This suggests that creating a community-focused environment, like hosting events and maintaining an appealing space, encourages consumer engagement and decisions. Research by Hutabarat and Pinando (2015) supports this idea, noting the role of community spaces in business success.

In contrast, the Online Store variable had a positive but non-significant effect, with a p-value of 0.214 and a t-statistic of 1.242. This result differs from previous studies by Widodo et al. (2022) that showed a strong connection between online platforms and consumer purchasing. This suggests that F&B companies need to improve their online store strategies, such as better information, bundling promotions, and updated product photos. Business Matchmaking had a significant positive effect, with a p-value of 0.035 and a t-statistic of 2.110. This indicates that collaborations and networking can boost purchasing decisions, aligning with Hotmauli and Syafganti (2022), who found that business matchmaking enhances transactions and partnerships. Lastly, Promotion had the strongest impact, with a p-value of 0.000 and a t-statistic of 4.217. This confirms that effective promotional offers are crucial for influencing purchasing decisions, as supported by Yusna (2022).

Managerial Implications

Based on the study's findings, managers of F&B companies should consider several strategies to improve consumer purchasing decisions. For Content Based Business, managers should focus on creating engaging content for social media platforms like Instagram. This includes using promotional videos and demonstrations and working with influencers to attract and retain customers. For community-based businesses, managers should enhance the community feel of their establishments. This can be done by hosting events, improving the aesthetic appeal of the venue, creating spaces for discussions, offering strong Wi-Fi, and providing special discounts or packages to encourage spending.

The online store showed a positive effect but lacked significance, suggesting that managers need to enhance their online presence. This could involve improving online purchase information, offering appealing bundling promotions, and updating product photos to create an engaging online shopping experience. Business Matchmaking also proved to be effective. Managers should focus on creating opportunities for product bundling, networking, and forming collaborations with other brands. This can help expand their customer base and increase transactions. Lastly, Promotion was found to be the most influential factor. Managers should develop attractive promotional offers, ensure easy access to promotional information, and introduce loyalty programs or rewards to boost customer loyalty and drive sales. By applying these strategies, F&B companies can better influence consumer purchasing decisions and improve their business outcomes.

CONCLUSION AND RECOMMENDATIONS

Conclusions

The study revealed that Content-Based Business significantly boosts consumer purchasing decisions in F&B companies in West Java by using Instagram for engaging content and influencer collaborations. Community-Based Business also positively impacts purchasing decisions through event promotion, aesthetic improvements, discussion spaces, strong Wi-Fi, and discounts. However, the Online Store's effect is positive but not statistically significant. Strategies for Online Store improvement include better online purchase information, bundling promotions, and updated product photos to attract consumers. Business Matchmaking notably influences purchasing decisions by facilitating promotions, enhancing consumer networking spaces, and fostering brand collaborations. Promotion was identified as the most impactful factor in purchasing decisions, suggesting that F&B companies should focus on attractive promotional offers to drive sales. Despite the Online Store's positive impact, it lacks statistical significance, indicating a need for improved online purchase information and engagement.

Recommendations

This study has some limitations. First, the data was collected only from F&B companies in Bogor, Indonesia, which means the findings might not apply to other areas or industries. Second, the research mainly looks at consumer perceptions and purchasing decisions, possibly missing other important factors like customer loyalty or brand trust. For future research, it would be helpful to include a wider range of F&B companies from different regions or countries. Additionally, using qualitative methods could offer a more in-depth understanding of the psychological factors influencing purchasing decisions and explore new trends in online marketing.

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