

**Leveraging Instagram To Drive Customer Visit Intention: A Case Study of Coffee
Shops Near University Campuses in Depok**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis



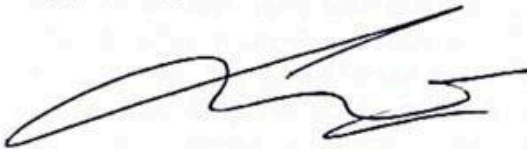
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ABSTRACT

Leveraging Instagram To Drive Customer Visit Intention: A Case Study of Coffee Shops Near University Campuses in Depok

By

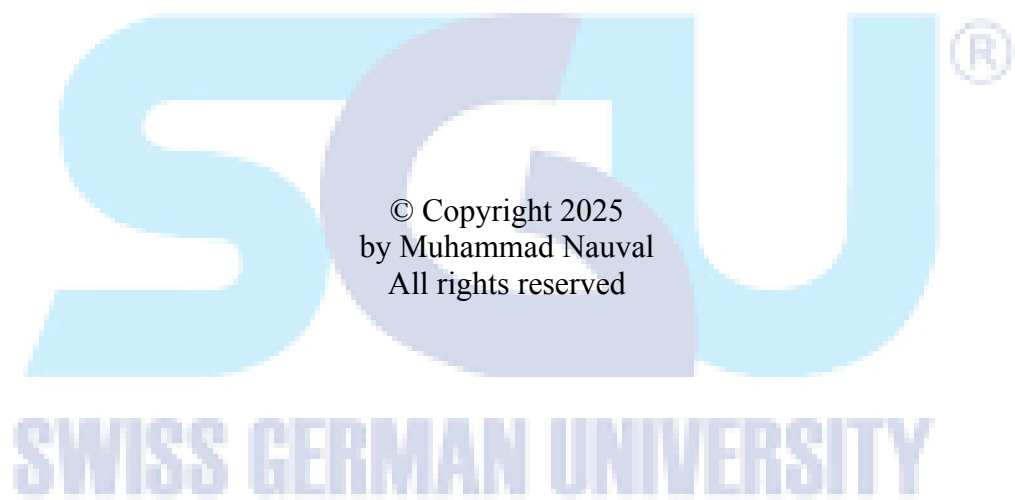
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This study examines how Instagram content exposure influences university students' intention to visit privately owned, non-franchise coffee shops located near university campuses in Depok, Indonesia, using the Elaboration Likelihood Model (ELM) as its theoretical foundation. Adopting a qualitative, interpretivist research design, the study explores how students cognitively and affectively process Instagram content through central and peripheral routes of persuasion. Data were collected through semi-structured, note-based interviews with eighteen active university students from major campuses in Depok who regularly consume café-related Instagram content. Thematic analysis revealed that Instagram serves as a primary discovery and evaluation platform for cafés, where visual appeal functions as a dominant peripheral cue by triggering immediate emotional attraction through ambience, aesthetics, and feed presentation, while informational value activates central-route processing by enabling rational evaluation of prices, facilities, location, and suitability for academic or social activities. Content consistency emerged as a cross-route persuasive cue, reinforcing credibility, trust, and perceived professionalism over repeated exposures. The findings indicate that students' visit intention is shaped by an integrated cognitive–emotional mechanism in which aesthetic visuals capture attention, clear information reduces uncertainty, and consistent content sustains persuasion. By contextualizing ELM within the lifestyle and digital consumption patterns of Indonesian university students, this study contributes to digital marketing communication theory and offers practical insights for MSME coffee shop owners seeking to design effective, experience-oriented Instagram strategies that translate online persuasion into offline visitation.

Keywords: Instagram marketing; Elaboration Likelihood Model; Visit intention; Visual appeal; University students



DEDICATION

I dedicated this work to my parents and wife who have supported me through hardships, through all the low and highs of my life.



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I wish to thank my parents for all the support they have given to me all through the years. I wouldn't be here without their unwavering support and dedication to help me up in rough times. I would like to also give my thanks to my partner, my wife, for being extra supportive and becoming the backbone of my spirit during this process. I wish to also give my most sincere thanks and gratitude to Ms. Loina for guiding me, even if I am stubborn, you have always believed in me and pushed me to finish this assignment. I would also like to give my regard to the committee and all people involved, directly and indirectly, in the making of this assignment. I could not have done it without the great system that has been stored in place from God and the people that still believe in me.

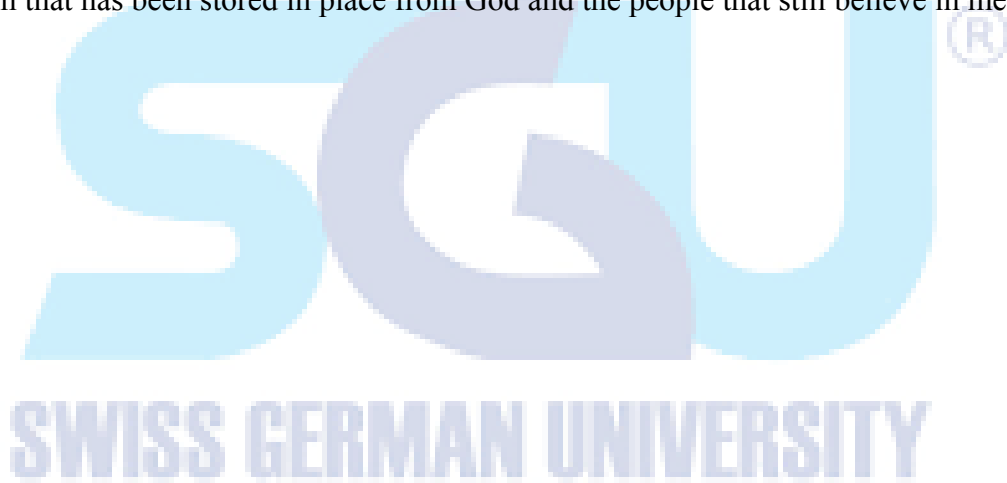


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