
THE INFLUENCE OF DIGITAL MARKETING, PRODUCT QUALITY, AND PRICE ON PURCHASE DECISIONS AT ARJUNA COFFEE BY PERLABIAN

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Abstract

This study aims to determine the influence of digital marketing, product quality, and price on purchase decisions at Arjuna Cafe Perlabian Labuhanbatu Selatan. This study uses a quantitative approach with a survey method. The population in this study is all Arjuna Cafe consumers, with sampling techniques using accidental sampling methods. Data was collected through questionnaire deployment and analyzed using validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis. The results of the study show that partially digital marketing has a positive and significant effect on purchasing decisions. Product quality also has a positive and significant effect on purchase decisions. In addition, prices have a positive and significant effect on purchasing decisions. Simultaneously, digital marketing, product quality, and price have a significant effect on purchasing decisions at Arjuna Cafe Perlabian Labuhanbatu Selatan. These findings indicate that improving digital marketing strategies, consistency of product quality, and pricing that matches consumer purchasing power can improve purchasing decisions. Therefore, Arjuna Cafe's management needs to optimize these three factors to increase competitiveness and sales volume.

Keywords: Digital Marketing, Product Quality, Price, Purchase Decision

INTRODUCTION

In recent years, the development of the culinary industry, especially cafes and coffee shops, has been growing rapidly in various regions, including in the Perlarian area. The emergence of various new coffee shops with contemporary concepts has created increasingly fierce competition. Arjuna Coffee Perlarian is one of the local cafes that is quite well known and is the choice of the community, especially among students, students, and young workers. However, in the midst of an increasing number of competitors, Arjuna Coffee Perlarian needs to understand the main factors that can influence its consumers' purchasing decisions. This phenomenon encourages the need for a more in-depth study related to the influence of digital marketing, promotion, product quality, price, and brand awareness on purchase decisions.

The first phenomenon that is seen is the use of digital marketing which is increasingly important in supporting consumer decisions. Nowadays, consumers tend to look for information through social media before deciding where to buy food or drinks. Arjuna Coffee Perlarian has used Instagram as a publication medium, but posting activities are still inconsistent. For example, some customers claim to be unaware of the new menu because the information is not promoted regularly. Content irregularities make engagement decrease, so digital marketing has not had an optimal impact on customer visits.

In addition, there are other cases that show the weakness of Arjuna Coffee Perlarian's digital marketing, such as rarely collaborating with local influencers or not maximizing the Instagram Ads feature. Meanwhile, competitors such as Daun Kopi and Kopi Kenangan regularly collaborate with content creators to reach more potential customers. This phenomenon shows that strong digital marketing plays a very important role in influencing consumer purchasing decisions in the current era.

The next factor is promotion, which is an important strategy to attract new customers as well as retain old ones. Arjuna Coffee Perlarian occasionally provides discounts or savings packages, but the form of promotion is less varied and is only announced through Instagram stories that quickly disappear. An example of a case that often occurs is that consumers do not know about the existence of a "buy 2 get 1 free" promo because the information is only submitted once and is not installed in the cashier area. As a result, many consumers feel that they are not getting enough information, so promotions are not effective in increasing the number of visits.

Meanwhile, competing cafes often use creative promotions, such as loyalty cards, digital coupons, giveaways, and acoustic music events. This makes customers feel more interested and have an emotional experience with the brand. This condition shows that less than optimal promotions can cause Arjuna Coffee Perlarian to lose competition, especially in attracting the interest of the younger generation who like interesting and interactive promotions.

In addition to digital marketing and promotion, product quality is a fundamental factor that greatly affects consumer satisfaction and purchasing decisions. The quality of the drinks served by Arjuna Coffee Perlarian is basically quite good and is liked by many customers. However, some complaints also arise regarding inconsistent taste. For example, there are customers who complain that the coffee tastes too bitter one day, but the next day it feels lighter even though they order the same variant. These taste inconsistencies can degrade the perception of quality and interfere with the customer experience.

In addition, the cleanliness condition of plastic cups and beverage packaging for takeaway has also been a concern for customers. For example, there are customers who receive drinks with glass lids that are not tight, so they spill some of the contents when they take it home. Even if it's a small mistake, it can lower the perception of product quality and affect repurchase decisions.

Another factor that is no less important is the price. In the context of the Rantauprapat community, consumers tend to be sensitive to prices, especially among students and college students. The menu price at Arjuna Coffee Perlabian is actually in the standard range, but there are some customers who feel that the price is not comparable to the portion or taste quality at a certain time. For example, some customers have complained about the smaller than usual cup size of the drink or inconsistent toppings. These small things can form the perception that the price paid is not in accordance with the value received.

On the other hand, competitor Arjuna Coffee Perlabian offers savings packages or larger drink sizes at similar prices, so consumers compare and reconsider their decision to visit. This price sensitivity makes Arjuna Coffee Perlabian need to be careful in adjusting the price structure to remain competitive.

Furthermore, brand awareness or the level of brand awareness also shows an important role in influencing purchasing decisions. Although Arjuna Coffee Perlabian is known by most of the residents around the location, the level of awareness is not as strong as national franchise brands and other local cafes that often carry out digital promotions and community events. For example, when a small survey was carried out in the surrounding area, some people only knew the name Arjuna Coffee Perlabian but had never tried it because they did not know the superior menu or the concept of the café clearly.

Another example of a case is that Arjuna Coffee Perlabian rarely holds community events such as live music, nobar, or creativity activities that can attract public attention. Meanwhile, competitors are actively making these activities more known and easy to remember by consumers, especially young people. This low brand awareness causes consumers to tend to choose other cafes that are considered more popular.

From the overall phenomenon, it is clear that the purchase decision at Arjuna Coffee Perlabian is influenced by many interrelated factors. Less active digital marketing results in information not being conveyed properly. Promotions that are not varied make consumers less interested in buying more or coming back. Inconsistent product quality can lower customer satisfaction. Prices that are considered less commensurate can make consumers move to competitors. As well as low brand awareness, Arjuna Coffee Perlabian is less superior in the midst of increasingly fierce competition from local cafes.

Based on these conditions, it is important for Arjuna Coffee Perlabian to comprehensively understand the influence of digital marketing, promotion, product quality, price, and brand awareness on consumer purchase decisions. The right understanding can help Arjuna Coffee Perlabian formulate a marketing strategy that is more effective and relevant to consumer needs, so as to increase competitiveness and ensure business sustainability in the midst of increasingly complex competition. This research was carried out at the Arjuna café which is located at Jl. Arjuna next to the Perlabian village office, Kp.Rakyat district, South Labuhanbatu Regency.

REVIEW OF LITERATURE

Digital Marketing

According to (Saputra & Ardani, 2020) digital marketing is one of the categories in the marketing world that is useful in advertising a product or service and to reach potential buyers through digital media as a means of communication. Rachmadi, T., & Kom, S. in (Mawardi et al., 2022) stated that digital marketing is an online marketing activity that is useful for reaching a wider market using internet media, aiming to connect business people with their potential buyers through internet media. From the previous experts' explanations, the author can conclude that digital marketing refers to marketing activities that use the internet and various online platforms such as websites, social media which are useful for the dissemination of information widely, so that it can get new opportunities and aim to have a relationship between business people and potential buyers.

According to Aryani, (2021) the measurement of indicators in digital marketing variables is Accessibility, Interactivity, Entertainment, Credibility, Irritation and Informativeness.

Product Quality

According to Kotler & Armstrong (2020) says that product quality is "a characteristic of a product or service that affects its ability to satisfy the stated or implied needs of the customer". Product quality is an important tool for marketers to do positioning. Quality affects the performance of a product or service, which means that it is closely related to value and consumer satisfaction. The definition of product quality according to Kotler and Keller (2021) is "the totality of features and characteristics of a product or service that affects its ability to satisfy stated or implied needs". Product quality is also often described generally as: "suitability for use"; "conformity with requirements"; and "freedom from variation".

According to Tjiptono and Diana (2020), product quality has indicators, namely: Performance, Feature, Conformance to Specification, Durability, Reliability, Service Ability, Aesthetics and Perceived Quality (Perceived Quality)

Pricing

Price, according to Santoso & Mahargiono (2023) is a customer's assessment of a given good or service. When a product or service is offered in physical form, the price is a sum of money that the buyer must pay to get it (Rahmadhiansyah & Suwitho, 2022). According to Wahyudin et al (2024), pricing is one of the marketing factors that affect prices and serves as a communication tool about how a brand or product is positioned in relation to the market as a whole.

In addition to being a component of the marketing mix that generates revenue, pricing also functions as a communication tool for the market positioning of a brand or product as a whole (Tecoalu et al., 2021). Price affordability, price conformity with quality, price conformity with profit, and price according to ability or price competitiveness are the four pricing factors stated by Ramdan et al (2023).

According to Kotler & Armstrong (2021), there are several indicators in price, including: (1) price affordability, (2) Price conformity with product quality, (3) Price competitiveness, (4) Price conformity with benefits, (5) Price competitiveness, (6) Price conformity with benefits

Purchase Decision

Purchase decisions are a long process for customers/consumers in considering their desires for products or brands in the market (Lohonusa & Mandagie, 2021). According to

Gunawan (2022), the purchase decision is a process where consumers know the problem looking for information about certain products or brands. Purchasing decisions are the actions of consumers to buy or not to buy products (Kholidah and Arifiyanto, 2020).

According to Kotler & Keller (2022), there are four indicators of purchase decisions, namely: Stability in a product, Habits in buying products, giving recommendations to others, and Making purchases as needed.

RESEARCH METHOD

This research method uses a quantitative research methodology. Sugiyono (2022) explained the types of quantitative research into methods using numerical research data and statistical analysis. In quantitative studies, the problems created by the initial hypothesis are examined using statistical methods to find relationships between variables and other variables. In this case, the focus of quantitative research is objective knowledge. The data obtained were checked using a questionnaire distribution with validity and reliability procedures. Population is a generalization area consisting of test objects/subjects with qualities and characteristics that have been determined by researchers after consideration (Sugiyono, 2022). Sugiyono (2022) states that a sample is a property or part of a population. By taking a statistically feasible sample, the sampling decision in this study must reflect the type of population by estimating the research, without forgetting the type of presentation in the sample cue. The population in this study is consumers at Arjuna Coffee on Jl. Arjuna, Perlabian Village, Kp. Rakyat District, South Labuhanbatu Regency. This approach uses a quantitative approach. Because the population size is unknown, the Cochran formula (Sugiyono, 2022) is used to determine the sample size as follows:

$$n = \frac{z^2 pq}{e^2}$$

Description:

n = number of samples

z = z score at 95% confidence = 1.96

p = maximum estimate 50% = 0.5

q = 1-p, the proportion for the occurrence of an event, if p = 0.5 then q=1-0.5 = 0.5

e = Margin of error or maximum tolerable error rate (10%) = 0.1

Based on the calculation above, the number of samples to be taken is as follows.

$$\begin{aligned} n &= \frac{(1,96)^2 \cdot 0,5 \cdot 0,5}{(0,1)^2} \\ n &= \frac{3,8416 \cdot 0,5 \cdot 0,5}{0,01} \\ n &= \frac{0,9604}{0,01} \\ n &= 96,04 \end{aligned}$$

The calculation results showed that the n obtained was 96.04 = 96 people, so in this study the author took data from a sample of at least 96 people. In this study, to obtain data, the author used the data collection method used, namely through a questionnaire. Sugiyono (2022) defines primary data as a direct data source that provides data to data collectors.

Questionnaires are given directly to respondents who have been sampled; questionnaires are given to respondents containing questions that must be answered by respondents.

The analysis method used is multiple linear regression analysis, which is to measure the magnitude of influence between two or more independent variables on one dependent variable using independent variables. In this study, the data were analyzed using statistical processing software SPSS (Statistical Package for the Social Sciences) version 25. The results of this data test used statistical data analysis, namely: validity test, reliability test, descriptive statistics, determination coefficient, normality test, multicollinearity test, heteroscedasticity test, hypothesis test (t-test and f-test).

RESULTS AND DISCUSSION

Table 1
Results of the Validity Test of Research Instruments

Variable	Statement	Calculated r-value	Table r values	Remarks
Digital marketing (X₁)	P1	0.448	0.198	Valid
	P2	0.678	0.198	Valid
	P3	0.631	0.198	Valid
	P4	0.552	0.198	Valid
	P5	0.475	0.198	Valid
	P6	0.456	0.198	Valid
Product quality (X₂)	P1	0.685	0.198	Valid
	P2	0.538	0.198	Valid
	P3	0.642	0.198	Valid
	P4	0.545	0.198	Valid
	P5	0.544	0.198	Valid
	P6	0.629	0.198	Valid
	P7	0.586	0.198	Valid
	P8	0.569	0.198	Valid
Price (X₃)	P1	0.718	0.198	Valid
	P2	0.652	0.198	Valid
	P3	0.606	0.198	Valid
	P4	0.730	0.198	Valid
	P5	0.524	0.198	Valid
	P6	0.590	0.198	Valid
Purchase decision (Y)	P1	0.750	0.198	Valid
	P2	0.652	0.198	Valid
	P3	0.716	0.198	Valid
	P4	0.524	0.198	Valid

Source: Data processed, 2026

Table.2
Reliability Test Results

Variable	Calculated r-value	Remarks
Digital marketing (X ₁)	0,776	Reliabel

Product quality (X ₂)	0,761	Reliabel
Price (X ₃)	0,777	Reliabel
Purchase decision (Y)	0,798	Reliabel

Source : Data processed, 2026

Based on table 2, the reliability test shows that the calculated r value of each variable proves that the value is greater than the r value of the table. So, it can be concluded that all instruments in the research can be continued.

Table 3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			96
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.08642197
Most Extreme Differences	Absolute		.110
	Positive		.074
	Negative		-.110
Test Statistic			.110
Asymp. Sig. (2-tailed) ^c			.200
Monte Carlo Sig. (2-tailed) ^d	Sig.		.002
	99% Confidence Interval	Lower Bound	.003
		Upper Bound	.007

a. Test distribution is Normal.

Source: Research Results, 2026

Based on Table 3 it is known that *Asymp. Sig. (2 tailed)* is 0.200 and above significant value (0.05), thus the residual variable is normally distributed. The *Kolmogorov-Smirnov* value of Z, which is 0.5, is smaller than 0.200, meaning that there is no difference between the theoretical distribution and the empirical distribution, or in other words, the data is said to be normal.

**Tabel 4
Multicollinearity Test Results**

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Digital marketing	.591	1.691
	Product quality	.424	2.360
	Price	.400	2.501

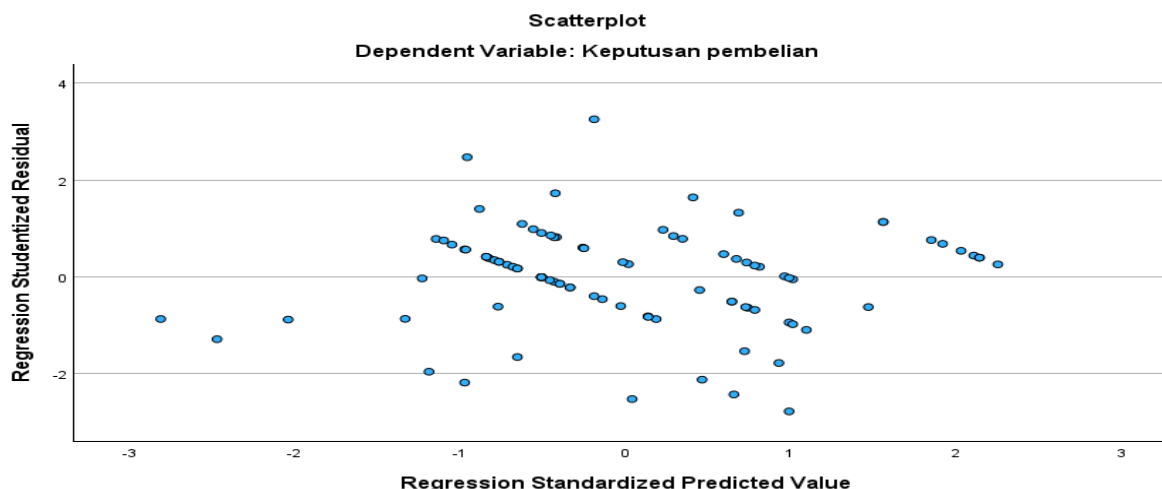
a. Dependent Variable: Purchase decision

Source : Data processed, 2026

From Table 4, it shows that the VIF value of digital marketing (X₁) is 1,691, product quality (X₂) is 2,360 and price (X₃) is 2,501 < 10, so there is no Multicollinearity. From the

value of Tolerance digital marketing (X1) of 0.591, product quality (X2) of 0.424, and price (X3) of 0.400 > 0.1, there is no multicollinearity.

Figure 1.
Heteroscedasticity Test Results



Based on the results of the heteroscedasticity test using the Scatterplot graph, the residual points are randomly spread above and below the zero on the Y-axis and do not form a specific pattern, such as a funnel, undulating, or forming a certain line. The random and irregular spread of the points indicates that the residual variance is constant (homoscedasticity). Thus, it can be concluded that the regression model in this study does not experience symptoms of heteroscedasticity, so the classical assumption of regression is fulfilled, and the model is suitable for further analysis.

Table 5
Multiple Linear Regression Test Results

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients
Model		B	Std. Error	Beta
1	(Constant)	1.127	1.339	
	Digital marketing	.150	.072	.178
	Product quality	.196	.054	.363
	Price	.233	.072	.337

a. Dependent Variable: Purchase decision

Source : Data processed, 2026

Based on the calculation in table 5, multiple linear regression can be obtained as follows:

$$Y = 1.127 + 0,150X_1 + 0,196X_2 + 0,233X_3$$

Description:

1. A constant of 1,127 means that if the variables of digital marketing, product quality, and price, the value is 0, then the purchase decision will increase by 1,127.

2. The digital marketing regression coefficient of 0.150 means that every time there is an addition of one digital marketing unit, the purchase decision increases by 0.150.
3. The product quality regression coefficient of 0.196 means that every time there is an addition of one unit of product quality, the purchase decision increases by 0.196.
4. The price regression coefficient of 0.233 means that every time there is an increase in one unit price, the purchase decision decreases by 0.233.

Table 6
Partial Test Results (t-test)

Coefficients ^a			
Model		t	Sig.
1	(Constant)	.842	.402
	Digital marketing	2.092	.039
	Product quality	3.609	<.001
	Price	3.253	.002

a. Dependent Variable: Purchase decision

Source : Data processed, 2026

Based on the results of the t-test from the description above, the t-value of the table for 96 respondents at a significance value of 0.05 with a degree of freedom of 94 (df=96-4-1) is 1.661 for the one-way test. If it is calculated to exceed t of the table and the significance level is less than 0.05, then the variable is significant and the hypothesis is acceptable. The following is an explanation of each of the g variables: Based on the results of the t-test, the digital marketing variable (X1) has a calculated t-value of 2,092 > the t-value of the table and a significance value of 0.039 < 0.05, so that H1 is accepted, namely the digital marketing variable shows a positive and significant relationship to the purchase decision. Based on the results of the t-test, the product quality variable (X2) has a calculated t-value of 3,609 > a table t-value and a significance value of 0.001 < 0.05, so that H1 is accepted, namely the product quality variable shows a positive and significant relationship to the purchase decision. Based on the results of the t-test, the price variable (X3) has a calculated t-value of 3,253 > the t-value of the table and a significance value of 0.002 < 0.05, so that H1 is accepted, i.e. the price variable shows a positive and significant relationship to the purchase decision.

Table 7
Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	172.495	3	57.498	47.176	<.001 ^b
	Residual	112.130	92	1.219		
	Total	284.625	95			

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Price, Digital marketing, Product quality

Source : Data processed, 2026

Based on Table 7, it shows that the results of the F test are 47,176 with a significant level of 0.001 while the Ftable value in the distribution statistics table t with *the level of test* $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) 92$ is 2.471. When comparing the value of Ftest (47,176) > Ftable (2,471), it is concluded that together the variables of digital marketing (X1), product quality (X2), and price (X3) have a significant effect on the bound variable, namely the purchase decision (Y).

Table 8
Result Coefficient of Determination (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 ^a	.606	.593	1.104
a. Predictors: (Constant), Price, Digital marketing, Product quality				
b. Dependent Variable: Purchase decision				

Source : Data processed, 2026

Table 8 shows that the R Square value of 0.606 or 60.6% means that the relationship between digital marketing (X1), product quality (X2), and price (X3) to the bound variable, namely the purchase decision (Y) of 60.6% while the remaining 39.4% is influenced by other variables that are not studied in this study.

The influence of digital marketing on purchase decisions

Based on the results of the research analysis, digital marketing has a positive and significant effect on purchase decisions at Arjuna Cafe Perlarian Labuhanbatu Selatan. This shows that the more effective the digital marketing strategy implemented through social media, online promotion, visual content, and digital interaction with customers, the higher the tendency of consumers to make purchases.

The results of the research hypothesis were obtained that the value of the digital marketing variable (X1) was 2,092 with a significant value (0.039); As for the t-table value in the statistical table of the distribution t with *the level of test* $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 91$ of 1.661. Based on the criterion that if the value of tcal (2,092) > ttable (1,661); It can be concluded that digital marketing (X1), has a positive and significant effect on purchasing decisions (Y). Previous research has also supported this relationship. The results of this study are in line with the research of Sari and Prasetyo (2022), which states that digital marketing has a significant effect on purchasing decisions in culinary businesses because it is able to increase product visibility and build positive consumer perceptions. Furthermore, research by Hidayat and Putri (2023) found that promotion through social media and interactive content directly increases buying interest and accelerates the decision-making process of consumers in the MSME sector. Another study by Ramadhan and Syafitri (2024) also proves that social media-based digital marketing strategies have a significant contribution to increasing customer purchase decisions in café and restaurant businesses.

The effect of product quality on purchase decisions

Based on the results of the study, product quality has a positive and significant effect on purchasing decisions at Arjuna Cafe Perlabian Labuhanbatu Selatan. This shows that the better the quality of the products offered, including the taste of food and beverages, presentation, cleanliness, menu variety, and taste consistency, the higher the tendency of consumers to make purchases. The results of the research hypothesis were obtained that the value of the product quality variable (X2) was 3,609 with a significant value (0.001); As for the value of the table on the distribution statistics table t with the level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 91$ is 1.661. Based on the criterion that if the value of $t_{cal} (3,609) > t_{table} (1,661)$; It can be concluded that product quality (X2), has a positive and significant effect on the purchase decision (Y). The results of this study are in line with the research of Sari and Prasetyo (2022) which states that product quality has a significant effect on purchasing decisions in culinary businesses, because consumers consider the taste and consistency of products before deciding to buy. Furthermore, research by Hidayat and Santoso (2023) found that product quality has a dominant contribution compared to promotional variables in influencing purchasing decisions in the food and beverage business. Another study by Ramadhan and Putri (2024) also proves that improving product quality directly increases consumer buying interest and purchasing decisions in the café and restaurant sectors.

The effect of price on customer loyalty

Based on the results of the research, price has a positive and significant effect on the purchase decision at Arjuna Cafe Perlabian Labuhanbatu Selatan. This shows that price affordability, price compatibility with product quality, and value for money are the main considerations for consumers in determining purchases. The results of the research hypothesis were obtained that the value of the price variable calculation (X3) was 3,253 with a significant value (0.002); As for the value of the table on the distribution statistics table t with the level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 91$ is 1.661. Based on the criterion that if the value of $t_{test} (3,253) > t_{table} (1,661)$; it can be concluded that the price (X3), has a positive and significant effect on the purchase decision (Y). The results of this study are in line with the research of Sari and Pratama (2022), which states that price has a significant effect on purchasing decisions in culinary businesses because consumers tend to compare prices with the quality received before deciding to buy. Furthermore, research by Hidayat and Ramadhan (2023) found that the perception of affordable and competitive prices can improve purchasing decisions in the food and beverage business. Another study by Putri and Santoso (2024) also proves that prices that are in accordance with consumer purchasing power and product benefits have a significant contribution to increasing purchasing decisions in the café and restaurant sectors.

The influence of digital marketing, product quality, and price on purchase decisions

Through testing the digital marketing hypothesis, product quality, and price have been proven to have a positive and significant influence on purchase decisions. This is seen from the value of $F_{test} (47,176) > F_{table} (2,471)$; and a significant level ($0.001 < 0.05$) of these results indicate that digital marketing, product quality, and price affect purchasing decisions. To find out the contribution of digital marketing, product quality, and price to purchase decisions, you can see from *R Square* by 60.6%. This value means that digital marketing, product quality, and price can influence purchase decisions by 60.6%, while the remaining 39.4% are affected.

CONCLUSION

Based on the results of the analysis and discussion of the research, several conclusions can be drawn as follows: Digital marketing has a positive and significant effect on purchasing decisions at Arjuna Cafe Perlabian Labuhanbatu Selatan. This shows that promotional strategies through social media, digital content, and online interaction can increase interest and encourage consumers to make purchase decisions. Product quality has a positive and significant effect on purchasing decisions. Taste, presentation, cleanliness, and consistency of menu quality are the main factors that consumers consider before making a purchase.

Price has a positive and significant effect on purchasing decisions. Price affordability and the suitability between price and product quality (value for money) are important considerations in the consumer evaluation process. Simultaneously, digital marketing, product quality, and price together have a significant effect on purchasing decisions. This shows that these three variables are strategic factors that support each other in improving consumer purchase decisions at Arjuna Cafe. For the Next Researcher, you can add other variables such as location, service quality, café atmosphere (store atmosphere), or customer satisfaction. Expand the number of respondents or compare them with other cafes in the South Labuhanbatu area so that the research results are more comprehensive.

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