

## THE INFLUENCE OF DIGITAL MARKETING, PRODUCT QUALITY, AND CONSUMER BEHAVIOR ON PURCHASE DECISIONS AT POINT COFFEE CIREBON

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### Abstract

This study aims to analyze the influence of digital marketing, product quality, and consumer behavior on purchasing decisions at Point Coffee Cirebon. This study uses a quantitative approach with a survey method involving 150 respondents who are consumers of Point Coffee Cirebon. Data were collected through a questionnaire that measures consumer perceptions of digital marketing, product quality, and behavioral factors that influence their purchasing decisions. Data analysis was carried out using multiple regression methods to test the influence of each independent variable on purchasing decisions. The results of the study indicate that digital marketing, product quality, and consumer behavior significantly influence consumer purchasing decisions at Point Coffee Cirebon. Specifically, effective digital marketing through social media platforms has a major positive impact on purchasing decisions, followed by product quality which is the main factor in attracting consumers. These findings provide important implications for Point Coffee managers in formulating more targeted marketing strategies that are in accordance with consumer preferences. This study is expected to provide insight for coffee entrepreneurs in improving their business performance through the implementation of appropriate digital marketing strategies and improving product quality.

**Keywords:** Digital Marketing, Product Quality, Consumer Behavior, Purchasing Decisions

## INTRODUCTION

Along with the progress of the times, many industries continue to grow, one of which is the food and beverage industry, especially coffee shops. Coffee has now become part of the lifestyle of many people, not only in Indonesia, but also in the world. In Indonesia, coffee consumption continues to increase, along with the increasing popularity of coffee culture among the community, especially in urban areas. This provides a great opportunity for coffee shops to utilize the right marketing strategy in order to remain competitive and attract the attention of consumers.

One of the coffee shops that took advantage of this opportunity is Point Coffee, located in Cirebon. Point Coffee not only offers quality coffee, but also utilizes the practical Grab & Go concept, suitable for the needs of the busy millennial generation. Since collaborating with Indomaret in 2019, Point Coffee has further expanded its reach, making it easier for consumers to buy coffee in many places. In addition, Point Coffee also uses a digital marketing strategy to get closer to consumers. They utilize platforms such as Instagram, Facebook, TikTok, and websites to introduce products, provide information about promotions, and interact with consumers directly.

Digital marketing is now a very important tool to reach consumers, especially among young people who are very active on social media. Through digital marketing, Point Coffee can introduce its products more widely, attract the attention of potential consumers, and build closer relationships with them. Through creative content on social media, they can also get useful feedback to improve their services and product quality.

However, in addition to digital marketing, product quality is also a major factor in consumer decisions to buy. Point Coffee always maintains the quality of the coffee they serve by using the best local Indonesian coffee beans and prepared by experienced baristas. This consistent product quality certainly affects customer satisfaction and encourages them to come back again. For many consumers, product quality is one of the main reasons why they choose Point Coffee.

Equally important, consumer behavior also influences their decision in choosing where to buy coffee. For many people, drinking coffee is not just a habit, but also a social ritual that involves interaction with friends or colleagues.

The young generation who are active in urban areas tend to look for coffee shops that not only serve good coffee, but also offer a comfortable social experience that suits their lifestyle. The decision to buy at Point Coffee is often influenced by the ambiance of the shop, the quality of the product, and how the coffee shop meets their expectations.

The purchasing decision itself is the result of a combination of digital marketing, product quality, and consumer behavior. If consumers are interested in promotions and information delivered through digital marketing, are satisfied with the quality of the product offered, and feel comfortable with the experience provided by the coffee shop, then they will be more likely to buy the product. Therefore, it is important for Point Coffee to understand how these three factors interact and influence consumer purchasing decisions.

Through this study, the author wants to know more about the influence of digital marketing, product quality, and consumer behavior on purchasing decisions at Point Coffee in Cirebon. This study is expected to provide useful insights for Point Coffee in formulating more effective marketing strategies, as well as helping them increase sales and consumer loyalty.

## **REVIEW OF LITERATURE**

### **Digital Marketing**

Digital marketing refers to the use of digital technologies, such as the internet, social media, and mobile devices, to promote products or services and engage with consumers. According to Kotler et al. (2017), digital marketing offers a variety of advantages, including increasing market reach, cost efficiency, and providing a more personalized experience for consumers. In the context of coffee shops, digital marketing strategies are often carried out through social media (such as Instagram, Facebook, and Twitter) and other digital platforms, to build brand awareness, attract attention, and build relationships with consumers.

According to Chaffey and Ellis-Chadwick (2019), digital marketing focuses on developing customer relationships through the effective use of digital channels, including online advertising techniques, relevant content, and direct communication. A study by Dholakia and Kshetri (2004) showed that promotions through digital platforms can increase brand visibility and attract consumers to make purchases.

### **Product Quality**

Product quality is a very important factor in influencing consumer purchasing decisions. According to Zeithaml (1988), product quality can be defined as consumer perception of a product that provides the best value for them. In the coffee industry, product quality includes various aspects, such as coffee flavor, raw materials used, serving techniques, and attractive packaging. Sweeney and Soutar (2001) stated that consumers tend to choose products with better quality, which are in accordance with their expectations and preferences.

Product quality is also closely related to customer loyalty. According to Aaker (1991), high-quality products can build trust and increase customer satisfaction, which in turn can increase the likelihood of repeat purchases. In this case, coffee shops such as Point Coffee that continue to innovate by offering quality products, such as various coffee flavors and good service, will have a better chance of influencing consumer purchasing decisions.

### **Consumer Behavior**

Consumer behavior refers to the actions taken by individuals or groups in selecting, purchasing, using, and evaluating products or services. According to Schiffman and Kanuk (2010), consumer behavior is influenced by various factors, including psychological, social, and cultural. In the context of the coffee industry, consumer behavior can include decisions to visit a coffee shop, choose a particular type of coffee, and preferences for the atmosphere or experience offered by the coffee shop.

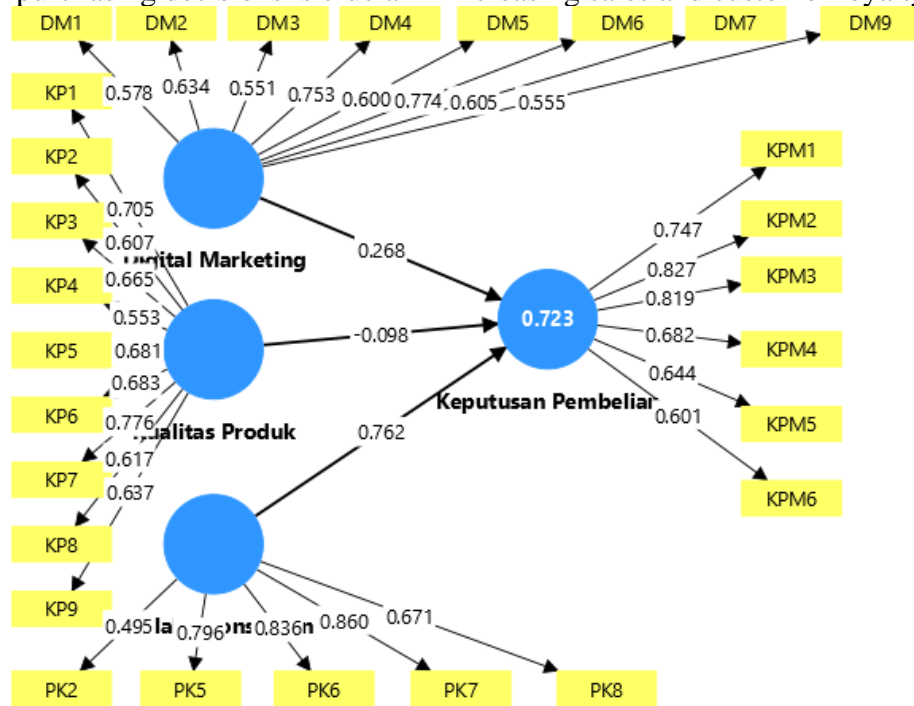
Consumer behavior in buying coffee is also greatly influenced by social factors, such as social media trends, friend recommendations, or influencer influence. Solomon (2017) argues that consumer behavior is greatly influenced by emotional and social needs, not just functional needs. Therefore, psychological factors such as social status, brand image, and previous consumer experiences can play an important role in coffee purchasing decisions.

### **Buying Decision**

Purchasing decisions are the process consumers go through in choosing a product or service to buy. According to Kotler and Armstrong (2016), the purchasing decision process consists of five main stages: problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior. Consumer purchasing decisions can be

influenced by many factors, including marketing, product quality, and consumer perceptions of the brand.

In the context of Point Coffee Cirebon, purchasing decisions are influenced by a number of variables, including the effectiveness of digital marketing carried out by the coffee shop, the quality of the products offered, and how consumers interact with the brand through social media or their personal experiences. Therefore, identifying factors that influence consumer purchasing decisions is crucial in increasing sales and customer loyalty.



**Hypothesis Development**

**H1 :** Digital marketing has a positive and significant influence on purchasing decisions at Point Coffee Cirebon.

Explanation: Effective digital marketing can increase brand awareness and influence consumer perception, which in turn can drive consumer purchasing decisions at Point Coffee Cirebon.

**H2 :** Product quality has a positive and significant influence on purchasing decisions at Point Coffee Cirebon.

Explanation: Good product quality, including the taste of coffee and the overall experience offered by Point Coffee, can increase customer satisfaction levels and influence their decision to make a purchase.

**H3 :** Consumer behavior has a positive and significant influence on purchasing decisions at Point Coffee Cirebon.

Explanation: Psychological, social, and cultural factors in consumer behavior, such as the influence of social media, friend recommendations, or social status, play an important role in influencing purchasing decisions at Point Coffee.

**H4 :** Digital marketing, product quality, and consumer behavior together have a positive and significant influence on purchasing decisions at Point Coffee Cirebon.

Explanation: The combination of digital marketing factors, product quality, and consumer behavior will influence consumer purchasing decisions more comprehensively than the influence of each variable separately.

## RESEARCH METHOD

The research employed a quantitative approach with a causal method, aiming to examine the influence of digital marketing, product quality, and consumer behavior on purchasing decisions. In accordance with Sugiyono (2022), a research method is defined as a scientific approach used to obtain data with specific objectives. This study was conducted from June to December 2024 in Cirebon City, with Point Coffee consumers serving as the research population.

The research design adopted was causal-associative, intended to identify cause-and-effect relationships between the independent variables—namely digital marketing, product quality, and consumer behavior—and the dependent variable, which is purchasing decision. Each variable was operationalized using specific indicators. Digital marketing was measured through accessibility, interactivity, entertainment, trust, annoyance, and informativeness (Aryani, 2021). Product quality was assessed based on performance, durability, features, reliability, aesthetics, and quality impression (Amrullah et al., 2017). Consumer behavior included cognitive, affective, and conative components (Kotler, 2018). Meanwhile, the purchasing decision was evaluated through product stability, habitual purchasing, recommendations, and repeat purchases (Kotler & Keller, 2020; Andrian, 2022).

The study utilized a five-point Likert scale ranging from “Strongly Disagree” (1) to “Strongly Agree” (5), following Sugiyono (2022). The population consisted of all Point Coffee consumers in Cirebon, while the sample comprised 100 respondents selected using a convenience sampling technique, in line with Sugiyono (2019) and Hair et al. (2014).

Data were collected through several techniques: questionnaires served as the primary instrument for gathering primary data; direct observations were conducted to capture on-site service experiences; and a literature review provided secondary data support from relevant documents and scholarly sources. Data analysis was conducted using the Partial Least Squares (PLS) approach via SmartPLS software, which is appropriate for variance-based structural equation modeling, particularly when dealing with non-normally distributed data and small sample sizes. The analytical process included the evaluation of the outer model—testing for convergent validity, discriminant validity, and composite reliability—and the inner model, which involved hypothesis testing through R-square, Q-square (predictive relevance), and t-statistics with a significance threshold above 1.96.

## RESULTS AND DISCUSSION

### Convergent Validity

Convergent validity testing of the measurement model with reflective indicators was evaluated by examining the correlation between each item (indicator) and its respective construct, as calculated using Partial Least Squares (PLS). According to Hair et al. (2021), indicators are considered to have good convergent validity when their outer loading values exceed 0.70. However, in exploratory research or under certain conditions, loading values

between 0.50 and 0.60 are still acceptable (Chin, 1998). The results of the initial analysis are presented in Table 1.

**Table 1**  
**Initial Convergent Validity Test Results**

Variable	Indicator	Outer Loading	Validity
Digital Marketing	DM1	0.577	Valid
	DM2	0.642	Valid
	DM3	0.559	Valid
	DM4	0.736	Valid
	DM5	0.621	Valid
	DM6	0.759	Valid
	DM7	0.601	Valid
	DM8	0.328	Invalid
	DM9	0.533	Valid
Product Quality	KP1–KP9	0.553–0.777	Valid (all)
Consumer Behavior	PK1	0.492	Invalid
	PK2	0.593	Valid
	PK3	0.411	Invalid
	PK4	0.497	Invalid
	PK5–PK8	≥ 0.644	Valid
	PK9	0.200	Invalid
Buying Decision	KPM1–KPM7	0.504–0.817	Valid (all)

Based on the above results, several indicators fall below the acceptable threshold. Specifically, DM8 (loading = 0.328) from the Digital Marketing variable, and PK1, PK3, PK4, and PK9 from the Consumer Behavior variable were considered invalid due to loading values below 0.50. These indicators were therefore removed from the measurement model to improve construct validity.

After excluding the aforementioned indicators, a re-evaluation was conducted. The modified results are shown in Table 2.

**Table 2**  
**Convergent Validity Test Results After Modification**

Variable	Indicator	Outer Loading	Validity
Digital Marketing	DM1–DM7, DM9	0.546–0.774	Valid
Product Quality	KP1–KP9	0.553–0.777	Valid (all)
Consumer Behavior	PK2	0.503	Valid
	PK5–PK8	≥ 0.664	Valid
Buying Decision	KPM1–KPM6	≥ 0.610	Valid

Variable	Indicator	Outer Loading	Validity
	KPM7	0.493	Invalid

The revised model indicates an overall improvement in convergent validity, although KPM7 remains slightly below the threshold and may require further consideration or removal in subsequent model iterations.

### Hypothesis Testing Results

#### 1. The Influence of Digital Marketing on Customer Satisfaction

The hypothesis testing results indicate that digital marketing has a positive and significant influence on customer satisfaction. Therefore, Hypothesis H1 is accepted. This finding is consistent with previous studies, including those conducted by Ruusen, Adolfina, and Ogi (2014), which concluded that improvements in digital marketing—particularly in terms of interactivity, informativeness, and accessibility—can significantly enhance customer satisfaction. This implies that companies investing in effective digital marketing strategies are likely to experience higher levels of customer satisfaction.

#### 2. The Influence of Location on Customer Satisfaction

The second hypothesis test reveals that location also has a positive and significant effect on customer satisfaction. Thus, Hypothesis H2 is accepted. This result aligns with the findings of Bailia, Soegoto, and Loindong (2014), who emphasize that a strategically selected, easily accessible location contributes significantly to customer satisfaction. In the context of retail and service-oriented businesses, choosing a convenient location can enhance customer experience and strengthen consumer loyalty.

## CONCLUSION

Based on the results of the research that has been conducted, this study aims to determine the influence of digital marketing, product quality, and consumer behavior on the purchasing decisions of Point Coffee consumers in Cirebon City. The study used a quantitative approach with a causal design and involved 100 respondents selected through convenience sampling techniques. The research instrument was a questionnaire with a Likert scale that had been tested for validity and reliability. Data analysis used the Partial Least Square (SmartPLS) method, which allows complex data processing with relatively small samples.

With this approach, it is expected to obtain a comprehensive picture of the causal relationship between the variables studied. The results of this study are expected to be a reference for companies in designing more effective marketing strategies to improve consumer purchasing decisions.

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