

The Influence of Digital Marketing, Service Quality, and Product Quality on Purchasing Decisions (IKIO Coffee Consumers in Madiun City and Regency)

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *Digital Marketing*, *Service Quality*, dan *Product Quality* terhadap keputusan pembelian konsumen IKIO Coffee di Kota dan Kabupaten Madiun. Fenomena peningkatan konsumsi kopi dan pertumbuhan *coffee shop* modern di Indonesia, termasuk Madiun, menjadikan IKIO Coffee sebagai objek studi yang relevan. IKIO Coffee menonjol dengan konsep ruang terbuka, pelayanan kreatif, dan pemasaran digital aktif. Metode penelitian kuantitatif asosiatif kausal digunakan dengan menyebarkan kuesioner kepada 385 responden konsumen IKIO Coffee. Data dianalisis menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa *Digital Marketing* berpengaruh signifikan terhadap keputusan pembelian, mengindikasikan efektivitas strategi digital IKIO Coffee dalam menarik dan mempertahankan konsumen. Namun, *Service Quality* dan *Product Quality* secara parsial tidak berpengaruh signifikan, meskipun konsumen menilai kualitas ini baik. Hal ini menunjukkan bahwa kualitas yang baik mungkin sudah menjadi ekspektasi dasar, bukan lagi pembeda utama. Secara simultan, ketiga variabel ini berpengaruh signifikan terhadap keputusan pembelian, dengan *Digital Marketing* sebagai faktor paling dominan. Implikasi penelitian ini menekankan pentingnya penguatan strategi *Digital Marketing* dan peningkatan aspek komunikasi serta inovasi produk untuk mempertahankan loyalitas konsumen di tengah persaingan ketat.

Kata Kunci: *digital marketing, service quality, product quality, keputusan pembelian, coffee shop.*

Abstract

This study aims to analyze the influence of Digital Marketing, Service Quality, and Product Quality on the purchasing decisions of IKIO Coffee consumers in Madiun City and Regency. The phenomenon of increased coffee consumption and the growth of modern coffee shops in Indonesia, including Madiun, makes IKIO Coffee a relevant object of study. IKIO Coffee stands out with its open space concept, creative service, and active digital marketing. A quantitative associative causal research method was employed by distributing questionnaires to 385 IKIO Coffee consumer respondents. Data were analyzed using multiple linear regression. The results indicate that Digital Marketing significantly influences purchasing decisions, suggesting the effectiveness of IKIO Coffee's digital strategies in attracting and retaining customers. However, Service Quality and Product Quality do not significantly influence purchasing decisions, despite consumers rating these qualities as good. This suggests that good quality may have become a baseline expectation rather than a key differentiator. Simultaneously, all three variables significantly influence purchasing decisions, with Digital Marketing being the most dominant factor. The implications of this study emphasize the importance of strengthening Digital Marketing strategies and improving communication and product innovation aspects to maintain consumer loyalty in the face of intense competition.

Keywords: *digital marketing, service quality, product quality, purchasing decisions, coffee shop.*

A. INTRODUCTION

1. Background

The coffee industry in Indonesia has experienced rapid growth over the past decade. Data from the International Coffee Organization (ICO, 2023) shows that domestic coffee consumption in Indonesia reached more than 5.2 million bags in 2022, a significant increase compared to previous years. Coffee no longer functions solely as a refreshing beverage, but has transformed into a part of the urban lifestyle that is rich in social and cultural meaning. This phenomenon is increasingly evident with the rise of modern coffee shops in various regions, including the city and regency of Madiun, East Java.

IKIO Coffee is one of the local businesses that has successfully capitalized on this coffee consumption trend by promoting an open space concept, creative service, and social media-based digital promotion. IKIO Coffee actively uses platforms such as Instagram, TikTok, and Facebook to increase brand awareness, attract young customers, and build interactions with consumers. This is in line with the findings of Kotler & Keller (2016), which state that digital marketing strategies can expand market reach and strengthen emotional bonds with consumers.

In addition to digital marketing, service quality is also an important aspect in influencing consumer purchasing decisions. The SERVQUAL model developed by Parasuraman et al. (1988) emphasizes that the dimensions of tangibles, reliability, responsiveness, assurance, and empathy play a major role in determining customer satisfaction and loyalty. In the context of coffee shops, barista friendliness, speed of service, and comfort of the venue are distinguishing factors that influence consumer preferences.

Meanwhile, product quality, such as coffee taste, aroma, and menu innovation, is often considered a major factor in driving purchases (Tjiptono, 2016). However, the

phenomenon at IKIO Coffee shows that even though consumers rate the products served as good, product quality is not always a dominant factor in influencing purchasing decisions. This condition shows a shift in consumer behavior patterns, where digital marketing and service quality may be more decisive than product quality itself.

Based on this phenomenon, this study is important to analyze the influence of digital marketing, service quality, and product quality on the purchasing decisions of IKIO Coffee consumers in Madiun City and Regency.

2. Research Objectives

The objectives of this study are:

1. To analyze the effect of digital marketing on IKIO Coffee consumers' purchasing decisions.
2. To analyze the effect of service quality on IKIO Coffee consumers' purchasing decisions.
3. To analyze the effect of product quality on IKIO Coffee consumers' purchasing decisions.
4. To simultaneously test the effect of digital marketing, service quality, and product quality on IKIO Coffee consumers' purchasing decisions.

3. Benefit of Research

1. Theoretical Benefits

This research contributes to the development of marketing management science, particularly regarding consumer behavior and the role of digital marketing, service quality, and product quality in influencing purchasing decisions in the coffee shop industry.

2. Practical Benefits

1. For IKIO Coffee: The results of this study can be used as material for evaluating digital marketing strategies and improving services to increase customer loyalty.

2. For Other MSME Players: It provides a practical overview of how digital marketing strategies and service quality can be key factors for success amid competition in the coffee business.
3. For Academics and Researchers: It serves as an additional reference for further research on consumer behavior, particularly in the MSME-based food and beverage sector.

4. Literature Review

The theory underlying this research is the Theory of Planned Behaviour (TPB) developed by Ajzen (1991). This theory explains that an individual's intention to take an action is influenced by three main factors, namely attitude towards behaviour, subjective norm, and perceived behavioural control. In this context, IKIO Coffee consumers' purchasing decisions are influenced by positive attitudes towards digital promotions, social norms related to the culture of hanging out in coffee shops, and easy access to information and services.

Previous research supports the relationship between the variables used, including:

1. Az-Zahra & Sukmalengkawati (2022) found that digital marketing has a significant effect on consumer buying interest.
2. Nasution (2022) states that service quality affects consumer purchasing decisions at coffee shops.
3. Fathiyah & Nuvriasari (2024) confirmed that product quality has a positive effect on purchasing decisions, although in some cases it is not the dominant factor.
4. Putri & Sulaeman (2022) also supports the simultaneous relationship between digital marketing, service quality, and product quality variables on purchasing decisions. Their findings confirm that these three factors complement each other in shaping consumer decisions, making them relevant as a basis for strengthening the theory in this study.

5. Research Hypothesis

The conceptual framework is a basis for thinking that describes the relationship between research variables and serves to guide data analysis and hypothesis testing. In this study, the conceptual framework explains the relationship between digital marketing, service quality, and product quality on the purchasing decisions of IKIO Coffee Madiun consumers. This structure is based on the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), in which attitudes toward behavior, subjective norms, and perceived behavioral control together form consumers' intentions to make purchases.

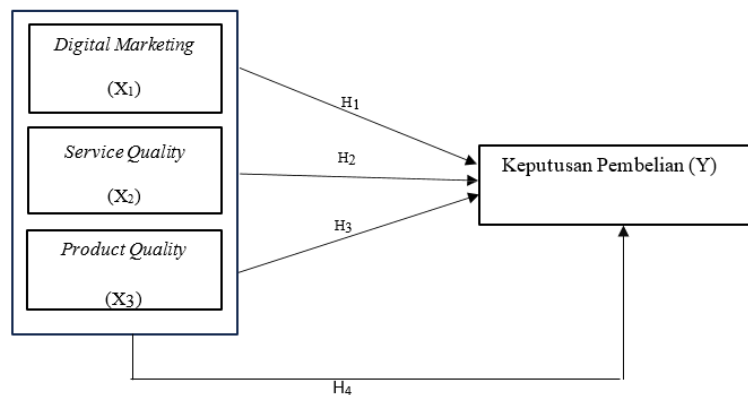


Figure 1.1 Conceptual Framework

Based on the literature review, the hypothesis proposed is as follows:

1. H₁: Digital marketing has a positive effect on consumer purchasing decisions for IKIO Coffee.
2. H₂: Service quality has a positive effect on consumer purchasing decisions for IKIO Coffee.
3. H₃: Product quality has a positive effect on purchasing decisions of IKIO Coffee consumers.
4. H₄: Digital marketing, service quality, and product quality simultaneously have a positive effect on purchasing decisions of IKIO Coffee consumers.

B. METHOD

1. Research Design

This Study uses a causal associative quantitative approach with the aim of determining the effect of independent variables (digital marketing, service quality, and product quality) on the dependent variable (purchasing decisions). The causal research design was chosen because this research not only describes the phenomenon, but also tests the cause-and-effect relationship between variables empirically (Sugiyono, 2019).

2. Population and Sample

1. Population

The population in this study consists of all IKIO Coffee consumers in Madiun City and Regency who have made purchases in the last three months.

2. Sample

The sample for this study consisted of respondents who were consumers of the object of this study, namely IKIO Coffee. The Lemeshow formula was used to calculate the number of research samples when the total population was unknown.

Lameshow Formula

$$N = \frac{z^2 \cdot p \cdot (1 - p)}{d^2}$$

Explanation:

n = number of samples

z = z score at 95% confidence (Z = 1.96)

p = population proportion (assumed to be 0.5 for maximum)

d = margin of error 0.05 or 5%

Assuming a maximum proportion of 50% and a specified error rate of 5%, the sample size can be calculated as follows:

$$n = \frac{1,96^2 \cdot 0,5 \cdot (1-0,5)}{0,05^2}$$

$$n = \frac{0,9604}{0,0025}$$

$$n = 384,16$$

$$n = 385$$

Based on Lameshow's formula, the ideal sample size is 385 respondents who will be sent questionnaires via Google Forms.

3. Research Variables and Operational Definitions

1. Research Variables

Variables, according to Sugiyono (2017), can be defined as anything that is determined by researchers to be studied, to gather information about, and then to draw conclusions.

Variables in research are usually categorized into:

1. Independent (free) variables : Digital Marketing (X_1), Service Quality (X_2), Product Quality (X_3)
2. Dependent variable (bound) : Purchasing Decisions (Y)

2. Operational Definitions

1. Digital Marketing (X_1) → includes accessibility, interactivity, entertainment (Aryani, 2021)
2. Service Quality (X_2) → measured based on reliability, responsiveness, Empathy, Tangible (Tjiptono, 2017:174)
3. Product Quality (X_3) → performance, reliability, durability (Kotler dan Keller, 2016)

4. Techniques for gathering data and Research Instruments

Techniques for gathering data

The research used questionnaires distributed via Google Forms to collect data. This method was chosen because it was considered effective, easily

accessible, and in line with the digital lifestyle of coffee shop consumers in Indonesia. The questionnaire was designed to measure independent variables (digital marketing, service quality, and product quality) and dependent variables (consumer purchasing decisions), with all statement items measured using a four-point Likert scale, ranging from “Strongly Disagree” to “Strongly Agree.” In this study, the researcher eliminated the “neutral” response option to avoid indecisive choices. The Likert scale used consisted of four alternatives, namely: Strongly Agree (4), Agree (3), Disagree (2), and Strongly Disagree (1) (Chang, n.d.; Chomeya, 2010; Chyung et al., 2017).

Table 1.1 Measurement of Research Instruments

Keterangan	Arti	Skor
SS	Sangat Setuju	4
S	Setuju	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

Source : Sugiyono (2019)

Before being used, the instrument is tested through:

1. Validity test : using Pearson Product Moment correlation $r_{\text{calculated}} > r_{\text{table}}$, with a significance level $< 0,05$ then the data is valid.
2. Reliability test: using Cronbach's Alpha ($> 0.70 =$ reliable).

5. Data analysis techniques

1. Classical Assumption Test → includes tests for normality, multicollinearity, heteroscedasticity, and autocorrelation.
2. Multiple Linear Regression Analysis → to measure the effect of digital marketing (X1), service quality (X2), and product quality (X3) on purchasing decisions (Y). The regression model used is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Explanation:

Y	= Employee Performance
X1	= Employee Job Satisfaction
X2	= Employee Productivity
X3	= Employee Training
β_0	= Regression Constant
β_1, β_2 & β_3	= Regression Coefficients for X1, X2 & X3
ε	= Error

3. t-test (Partial) → to determine the effect of each independent variable on purchasing decisions.
4. f-test (Simultaneous) → to determine the simultaneous effect of digital marketing, service quality, and product quality on purchasing decisions.
5. Coefficient of Determination (R^2) → to measure how much the independent variable contributes to explaining the dependent variable.

C. RESULTS AND DISCUSSIONS

1. Research Results

1.1 Characteristics of Respondents

Based on a questionnaire distributed to 385 IKIO Coffee consumers in Madiun City and Regency, the following characteristics were obtained: the majority of respondents were male (80%), with the dominant age group being 17–25 years old at 71.4%. This shows that IKIO Coffee consumers are dominated by young people who are familiar with digital technology and more responsive to social media-based promotions.

1.2 Multiple Linear Regression Test Results

Table 3.1 Multiple Linear Regression Test Results

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	15.493	1.924		8.052	.030
<i>Digital Marketing</i>	.361	.071	.252	5.062	.481
<i>Service Quality</i>	.074	.047	.078	1.574	.030
<i>Product Quality</i>	.085	.059	.071	1.427	.087

Source: SPSS Output (2025)

The regression equation results show that a constant of 15.493 indicates that the purchase decision will be worth 15.493 if all independent variables are zero. The digital marketing regression coefficient (0.361) has the greatest influence, meaning that a 1-point increase in digital marketing will increase the purchase decision by 0.361. Meanwhile, service quality (0.074) and product quality (0.085) also have a positive effect, but their contribution to IKIO Coffee consumers' purchase decisions is relatively small.

1.3 Partial Test Results (t Test)

Tabel 3.2 Partial Test Results (t Test)

Variabel	t _{hitung}	t _{tabel}	Sig.	Keterangan
<i>Digital Marketing</i>	5,062	1,966	0,000	Berpengaruh
<i>Service Quality</i>	1,574	1,966	0,116	Tidak Berpengaruh
<i>Product Quality</i>	1,427	1,966	0,154	Tidak Berpengaruh

Source: SPSS Output (2025)

The t-test results show that digital marketing has a significant effect on purchasing decisions (H1 accepted), while service quality and product quality do not have a significant effect (H2 and H3 rejected). This confirms that IKIO Coffee consumers' purchasing decisions are more influenced by digital marketing strategies than by service or product quality.

1.4 Simultaneous Test (f Test)

Tabel 3.3 Simultaneous Test Result (f Test)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	464.059	3	154.686	11.814	.000 ^a
	Residual	4988.704	381	13.094		
	Total	5452.764	384			

Source: SPSS Output (2025)

The F test results show that the value of Fhitung 11.814 is greater than Ftabel 2.628 with a significance of $0.000 < 0.05$. This means that simultaneously, the variables of digital marketing, service quality, and product quality have a significant effect on IKIO Coffee consumers' purchasing decisions.

1.5 Coefficient of Determination (R²)

Tabel 3. 4 Hasil Uji Koefisien Determinan (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.292 ^a	.085	.078	3.61852

Source: SPSS Output (2025)

The coefficient of determination test results show an Adjusted R Square value of 0.078 or 7.8%. This means that the variables of digital marketing, service quality, and product quality together can explain 7.8% of IKIO Coffee consumers' purchasing

decisions, while the remaining 92.2% is influenced by other factors outside the scope of this research model.

2. Discussions

1. The Influence of Digital Marketing on Purchasing Decisions

The results of the study indicate that digital marketing has a significant effect on the purchasing decisions of IKIO Coffee consumers. Promotional strategies through social media, content quality, and responsive interactions have been proven to increase purchasing interest. These findings are in line with the Technology Acceptance Model (TAM), which emphasizes the importance of perceived benefits and ease of use of technology in shaping purchasing decisions. Previous studies (Az-Zahra et al., 2022; Utomo et al., 2023; Yani et al., 2025; Achmad et al., 2024; Chariri, 2023) also reinforce that consistent, interactive, and trend-appropriate digital marketing can strengthen consumer preferences and encourage purchasing decisions.

2. The Influence of Service Quality on Purchasing Decisions

The partial test results show that service quality does not have a significant effect on the purchasing decisions of IKIO Coffee consumers, so H2 is rejected. Although the service is considered good, consumers regard it as a basic standard that is “expected” and not a major differentiating factor. This is in line with Customer Value Theory, where consumers place more emphasis on the value obtained from promotions and other factors than on service. Thus, service quality plays a supporting role, but is not dominant in influencing purchasing decisions (Tjiptono, 2017; Parasuraman et al., 1988).

3. The Influence of Product Quality on Purchasing Decisions

The partial test results show that product quality does not have a significant effect on purchasing decisions (H3 rejected). These findings indicate that although

the taste and presentation of IKIO Coffee products are considered good, consumers consider them to meet minimum industry standards and therefore not a major differentiating factor. To encourage purchasing decisions, clearer product innovation and differentiation are needed. According to Kotler & Armstrong (2018), product quality does play a role in shaping the value perceived by consumers, but without uniqueness, its influence on purchasing decisions will be limited. These results are in line with the research by Fathiyah & Nuvriasari (2024), which confirms that consistency in quality alone is not enough without an innovation strategy that strengthens the brand's appeal.

4. The Influence of Digital Marketing, Service Quality, Product Quality on Purchasing Decisions

The F-test results show that digital marketing, service quality, and product quality simultaneously have a significant effect on purchasing decisions ($F_{count} 11.814 > F_{table} 2.628$; sig. 0.000). This confirms that although digital marketing is dominant in part, service quality and product quality remain important in shaping overall purchasing decisions. This finding is in line with the Theory of Planned Behavior (TPB) and the research of Putri & Sulaeman (2022), Utomo et al. (2023), Yani et al. (2025), Achmad et al. (2024), and Chariri (2023), which emphasize the importance of the synergy of these three variables in driving the purchasing decisions of coffee shop consumers.

The results of the study indicate that digital marketing has a significant effect on the purchasing decisions of IKIO Coffee consumers. Promotional strategies through social media, content quality, and responsive interactions have been proven to increase purchasing interest. These findings are in line with the

D. CONCLUSIONS

This study concludes that digital marketing has a significant effect on the purchasing decisions of IKIO Coffee consumers, while service quality and product quality do not show a strong partial effect, although all three simultaneously contribute to the formation of purchasing decisions. This confirms the importance of a digital marketing strategy supported by adequate service and products. This study has limitations in that it only covers IKIO Coffee consumers in Madiun, so the results cannot be generalized widely. For further research, it is recommended to add other variables such as price, brand image, and customer satisfaction, as well as expand the scope of the location so that the results obtained are more comprehensive and representative.

E. SUGGESTIONS

Further research should include other variables such as price, brand image, and customer satisfaction, as well as expand the scope and location of the study to obtain more comprehensive results. Studies on other coffee shops or different sectors can also be conducted to enrich the findings and strengthen the generalization of the results.

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