

Digital Marketing and Product Quality on Purchase Interest and Decisions in Industrial Cafés

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Abstract

Digitalization has changed the marketing landscape of the food and beverage industry, including in the context of industrial cafes. This study aims to analyze the influence of digital marketing and product quality on purchasing decisions, with purchase intention as a mediating variable. This study answers four main questions: (1) to what extent does digital marketing influence purchase intention, (2) how does product quality influence purchase intention, (3) does purchase intention influence purchasing decisions, and (4) does purchase intention act as a mediator in the relationship between external stimuli and purchasing decisions. This study uses a quantitative approach with Partial Least Squares analysis and PROCESS Macro modeling techniques. The results show that digital marketing and product quality significantly increase purchase intention, with indirect effects of 0.2222 and 0.2257, respectively. Purchase intention was also found to significantly influence purchase decisions ($\beta = 0.347$, $p < 0.001$). Mediation analysis showed that purchase intention acted as a partial mediator. These findings confirm the validity of the Stimulus-Organism-Response (SOR) Model in the consumer behavior of industrial cafes. The researchers suggest that cafe owners integrate attractive digital promotions with product quality improvements to maximize purchase conversion

Keywords: *Digital Marketing, Product Quality, Purchase Interest, Purchase Decision, Industrial Cafés*

INTRODUCTION

The growth of industrial-themed cafes in urban areas of Indonesia is not only part of a lifestyle trend, but also reflects a shift in culinary business marketing strategies. Indonesia, as one of the world's largest coffee producers, has a very potential market for the coffee shop business. According to data from the Indonesian Coffee Exporters and Industry Association (AEKI), coffee consumption in Indonesia continues to increase with an average annual growth rate of 8%. In 2023, coffee consumption in Indonesia reached more than 300,000 tons, and this figure is predicted to continue to increase in line with the growing interest of the younger generation in specialty coffee.

Another report from the United States Department of Agriculture (USDA) estimates that coffee consumption in Indonesia in the 2024/2025 period will increase by 10,000 bags, from 4.45 million bags in the 2020/2021 period to 4.8 million bags by the end of 2025. The instant and roasted coffee market, both for home and out-of-home consumption, is expected to continue to grow from 2024 to 2028, with a market value reaching US\$11.58 billion by the end of 2025.

The coffee shop market in Indonesia is dominated by two types of players: international coffee shops such as Starbucks, Coffee Bean & Tea Leaf, and local coffee shops such as kopi kenangan, janji jiwa, point coffee, fore coffee, kopi soe, djournal coffee, tanamera coffee, kopi tuku, and so on. Local coffee shops have shown rapid growth, especially with franchise business models and effective digital marketing strategies.

A marketing communication plan for a product within a company is a form of improvement strategy in developing the company, as well as how the proposed product is different from the products offered by other competitors (Abdillah et al., 2024). Digital marketing has emerged as a fundamental aspect of contemporary business strategy, profoundly changing the way companies interact with consumers. One of the main characteristics of digital marketing

is its ability to utilize various online platforms to influence consumer behavior. E-commerce platforms such as Tokopedia and Shopee have changed the retail landscape and become critical elements for businesses in the digital economy (Handoyo, 2024). Uddin et al. highlight that digital marketing strategies significantly shape online shopping habits by triggering targeted responses from potential consumers, thereby changing traditional consumer behavior patterns (Uddin et al., 2024). Furthermore, Berbatovci and Buja emphasize that digital marketing tools facilitate real-time connections between businesses and customers, increasing customer satisfaction through personalized communication and services (Berbatovci & Buja, 2024). This perspective is also expressed by Mukhtar et al., who note that various digital platforms, including social media and email marketing, are more effective in attracting consumers than conventional marketing methods (Mukhtar et al., 2023).

By leveraging the power of social media, many cafes are now utilizing visual content, local influencers, and digital promotions to reach young consumers. Industrial-themed cafes utilize visual appeal as their main strategy to attract young audiences on social media platforms such as Instagram and TikTok (Chang & Spierings, 2023). They deliberately designed an aesthetic interior, such as exposed brick walls, vintage-style lighting, and industrial design elements, to create a space that encourages visitors to voluntarily document and share their experiences.

The content displayed includes aesthetic product images, short videos highlighting the coffee brewing process, and visualizations of the café space from various angles that create a narrative of a comfortable and inspiring place to work or socialize (Chang & Spierings, 2023). This approach aims to appeal to the lifestyle aspirations of urban youth who prioritize aesthetic value in their consumption experiences (Park, 2025).

In addition, the cafe has also established strategic partnerships with small-scale local influencers, such as Instagram food celebrities, food vloggers, or popular student figures in the digital community. These influencers are usually invited to try the latest menu or attend launch events, then share their impressions on social media in formats such as review videos, short stories (Stories), and tags to the cafe's account and specific locations (Lee et al., 2021). Recommendations delivered in a personal and casual style reinforce the impression of authenticity, making them more convincing than conventional promotions. This strategy relies on the *social proof* effect, whereby young consumers are more responsive to opinions shared by figures they follow and trust in the virtual world.

In the world of digital promotion, cafes apply a data-driven approach based on user behavior to drive rapid conversion. Strategies used include limited offers such as flash deals or happy hours that are only available to social media followers, giveaway programs that require participation in the form of sharing content and tagging friends, and special promotional packages for specific segments such as students or creative communities (van Leeuwen & Koole, 2022). Some cafes also partner with food delivery services to expand their digital reach. All of these strategies are designed to foster a sense of urgency and emotional engagement, particularly in the form of fear of missing out (FOMO), so that consumer interest can quickly turn into a purchase decision (Auria et al., 2025).

Stimulus in the context of digital marketing generally refers to marketing efforts or stimuli designed to attract consumer attention, increase engagement, and influence purchasing behavior. Digital marketing encompasses a variety of online marketing strategies, including paid advertising (PPC), SEO, social media marketing, influencer campaigns, and data-driven targeting to ensure businesses are found by the right audience at the right time. Companies such as Stimulus Services offer these digital marketing solutions to increase brand presence and conversions (X. Wang & Aisihaer, 2023; Yang et al., 2024).

Product quality plays a key role as an intrinsic stimulus that influences consumer satisfaction and purchasing decisions. Quality is defined by the attributes and characteristics of

goods or services that meet consumer needs and expectations. High product quality provides a positive experience for consumers, which in turn increases purchase intent and loyalty. In the digital marketplace or social commerce platforms, highlighting product quality and responsiveness can convince customers to make a purchase and remain loyal (Abigail et al., 2024; Faizza & Roostika, 2024).

Research indicates that digital marketing has a significant positive influence on consumer purchasing decisions, and product quality also independently influences purchasing behaviour positively. Together, effective digital marketing stimuli combined with high product quality stimulate consumer interest and decision-making towards purchasing (Rolando et al., 2024; C. Wang et al., 2023).

Within the Stimulus-Organism-Response (SOR) model, the term “Organism” refers to the internal psychological state of consumers that arises in response to external stimuli, such as marketing strategies or product characteristics. This internal state plays an important role in shaping the intention or interest to make a purchase.

Consumer psychological reactions include emotional and cognitive elements. Components such as emotional stimuli, feelings of pleasure, motivation, trust, perception, and attitude toward a product influence purchasing decisions, whether impulsive or planned. When consumers feel stimulated or attracted by promotions, social presence, or limited-time offers, they tend to have a higher interest in buying, even without prior planning (Blanco-encomienda & Rosillo-díaz, 2025).

In addition to emotions, cognitive processes such as motivation to fulfill needs and level of trust in a product also play a role in shaping purchase intent. This interest does not arise by chance, but develops as a consequence of how strongly the product or marketing message is able to trigger psychological resonance. This intent becomes an important stage that leads to a purchase decision (Govindaraj, 2023; Senali et al., 2024).

The “Response” stage in the Stimulus-Organism-Response (SOR) model refers to the consumer's final purchase decision after the psychological process of responding to stimuli. This decision is the result of an internal evaluation influenced by emotions, cognition, and attitudes formed during the Organism stage (Guo et al., 2026; F. Wang et al., 2024).

The purchasing decision process generally involves the following key steps. Problem Recognition, consumers identify a need or problem that requires a solution. Information Search, consumers gather data about possible products or services. Alternative Evaluation, consumers compare options based on attributes, price, quality, and value. Purchase Decision, consumers choose and proceed to purchase a product or service. This decision may still be influenced by factors such as peer opinions or unexpected circumstances (e.g., financial changes). Post-Purchase Evaluation, consumers assess their satisfaction or regret, which influences future purchasing behavior and loyalty (Santos & Gonçalves, 2021).

Within the SOR framework, the response is observable behavior, namely making a purchase. This response is influenced by the consumer's psychological reaction (organism) to external marketing stimuli. The better the alignment between the stimuli and the consumer's psychological state (including trust, motivation, and emotions), the greater the likelihood of a positive purchasing decision (Yu et al., 2024).

Digital marketing demonstrates its effectiveness primarily through its capacity to expand audience reach and foster consumer engagement. It exerts a significant and positive influence on purchasing decisions by facilitating brand-consumer connections via platforms such as social media and corporate websites. Additionally, digital marketing when combined with influencer endorsements and online customer reviews enhances its impact on consumers' buying behavior. These marketing activities attract heightened consumer attention, which is positively correlated with increased purchase intention for the promoted products. Based on this explanation, the first hypothesis is

H1: Digital marketing has a positive effect on Purchase Decision

The incorporation of artificial intelligence into digital marketing strategies enhances perceived brand value, which subsequently strengthens consumers' purchase intentions. Empirical evidence indicates that consumers exhibit greater engagement with brands that provide transparent digital communication and display favorable product reviews, thereby fostering an environment that supports purchasing behavior. Furthermore, studies examining the interplay between digital media marketing and celebrity endorsements reveal that positive endorsements significantly capture consumer attention and foster brand trust. These elements play a pivotal role in shaping purchase intent and reinforcing the effectiveness of AI-driven marketing efforts. Based on this explanation, the second hypothesis is

H2: Digital marketing has a positive effect on Purchase Interest

The association between product quality and purchasing decisions constitutes a central focus in consumer behavior research. Consumers consistently regard product quality as a pivotal determinant in their decision-making process, with empirical findings demonstrating that perceived enhancements in product quality are positively and directly associated with increased purchase intentions across diverse market contexts, including Indonesia. In the food and beverage industry, particularly within cafés, product quality plays a dominant role in shaping consumer purchase intentions, highlighting its substantial influence on consumer decision-making in this sector. Based on this explanation, the third hypothesis is

H3: Product Quality has a positive effect on Purchase Decision

A positive relationship exists between product quality and consumers' purchase intention, indicating that consumers are more likely to exhibit interest in buying when they perceive a product as high in quality. Perceived product excellence serves as a strong motivational factor that stimulates the desire to purchase. Product quality exerts a significant influence on purchasing behavior, with purchase intention functioning as a mediating variable in this relationship. In the context of halal processed meat, product quality has a substantial effect on consumers' purchase interest, underscoring the pivotal role of perceived quality in shaping buying decisions across various product categories. Based on this explanation, the fourth hypothesis is

H4: Product Quality has a positive effect on Purchase Interest

Consumer interest serves as a critical antecedent in shaping purchasing decisions. Numerous studies have confirmed the intricate relationship between consumer interest and purchasing behavior across various contexts. Customer trust functions as an effective mediating variable in this relationship, demonstrating that elevated levels of consumer interest are positively associated with more decisive and favorable purchasing outcomes. Purchase interest plays a decisive role in determining whether consumers translate their intentions into actual purchases, influenced by their existing relationship with the brand and prior behavioral patterns. This explanation supports the formulation of the fifth hypothesis.

H5: Purchase Interest has a positive effect on Purchase Decision

The relationship between digital marketing and consumer purchasing decisions has attracted increasing academic interest, particularly regarding the mediating function of purchase intention. Digital marketing strategies, especially those implemented through social media are designed to enhance consumer engagement and stimulate interest in purchasing. These strategies often influence purchase intention indirectly by fostering consumer trust, highlighting the role of credible and persuasive marketing communication in strengthening consumer confidence. Key elements such as online reviews and social media promotions have demonstrated direct effects on purchase intention. Notably, during the COVID-19 pandemic, purchase intention mediated the impact of social media marketing on actual consumer behavior, illustrating that the contextual dynamics of digital engagement play a significant role in shaping purchasing decisions.

Purchase intention operates as a central intermediary that connects digital marketing efforts to final consumer behavior. When digital marketing activities are integrated with influencer-generated content, they produce a positive effect on both purchase intention and actual purchasing outcomes. This finding underscores the strategic relevance of positioning purchase intention as a core mediating construct within digital marketing frameworks. Moreover, the formation of consumer trust remains fundamental to the effectiveness of digital marketing. Customer satisfaction driven by perceptions of quality and the credibility of digital communications significantly mediates the development of purchase intention. This reinforces the role of trust-based satisfaction as a critical determinant in the consumer decision-making process. This explanation provides the foundation for formulating the sixth hypothesis.

H6: Purchase interest mediates the relationship between digital marketing and purchase decision

The interplay between product quality, purchase intention, and purchase decision represents a multifaceted construct extensively examined in contemporary marketing literature. Purchase intention functions as a critical mediating variable in the causal relationship linking perceived product quality to actual consumer purchasing decisions. Empirical evidence demonstrates that consumers' perceptions of product quality significantly influence their purchase intentions, which subsequently affect their final purchasing behavior. A strong positive correlation among these three variables confirms that higher perceived product quality enhances purchase intention and ultimately leads to more favorable purchase decisions.

Moreover, elevated perceptions of product quality not only generate greater purchase interest but also directly correspond with increased likelihood of actual purchases, thereby reinforcing the mediating role of purchase intention. Existing research also suggests that this relationship is subject to moderation by factors such as brand image and consumer trust. Brand image indirectly affects purchase intention by shaping perceptions of product quality, illustrating the intricate and interdependent nature of consumer decision-making processes. While perceived product quality typically fosters consumer trust, it may also yield varied outcomes on purchase intention depending on contextual variables, indicating the potential for non-linear or even adverse effects in specific market scenarios. This explanation forms the basis for constructing the seventh hypothesis.

H7: Purchase interest mediates the relationship between product quality and purchase decision

Although research on digital marketing and consumer behavior is abundant, empirical evidence linking digital marketing, product quality, and purchasing decisions specifically in the industrial cafe environment is still limited, especially in integrating the mediating role of purchase interest. This study seeks to address the identified research gap. The study focuses on urban café settings in Indonesia. Data collection took place during the fourth quarter of 2025. The contextual boundaries center on industrial-themed cafés that actively promote their services through social media platforms.

The novelty of this study lies in filling a specific gap at the intersection of digital marketing and behavioral studies in the food and beverage (F&B) industry. This study integrates SPSS-based mediation analysis that is accessible to applied researchers and small and medium-sized enterprises (SMEs). This study extends the theoretical application of SOR and TPB to the experience service environment (industrial cafes).

This study focuses on five main questions, namely how digital marketing affects purchase interest in industrial cafes. How product quality affects purchase interest. How purchase interest relates to purchase decisions. This study also analyzes the mediating role of purchase intention in the relationship between digital marketing strategies and perceived product quality in the context of consumer decision making.

This study aims to analyze the influence of digital marketing on purchasing interest in industrial cafes. To examine the impact of product quality on purchasing interest. This study also aims to examine the relationship between purchasing interest and purchasing decisions. In addition, this study also aims to examine the mediating role of purchasing interest in the influence of digital marketing and product quality on purchasing decisions.

Theoretical Benefits, this study enriches scientific knowledge in the fields of social psychology and consumer behavior by presenting an empirical model that links digital marketing, product quality, purchase interest, and purchase decisions in the context of industrial-themed cafes in the digital era. **Practical Benefits**, this study provides strategic input for owners and managers of industrial-themed cafes regarding the importance of optimizing digital marketing and maintaining product quality to increase purchase conversions. These findings can also be used as a basis for designing more targeted social media campaigns.

This study has several limitations that need to be considered. First, the research location was limited to urban areas in Indonesia, so the results cannot be generalized to rural areas or a global context. Second, the research objects only included industrial-themed cafes that actively used social media in their promotional activities. Third, data collection was conducted in the fourth quarter of 2025, so the findings are highly contextual to consumer behavior trends during that period. Fourth, the variables analyzed include digital marketing and product quality as predictors, with purchase interest as a mediating variable in influencing purchase decisions. The focus on these variables indicates that this study does not cover other aspects that may also have an influence, such as brand reputation or customer loyalty.

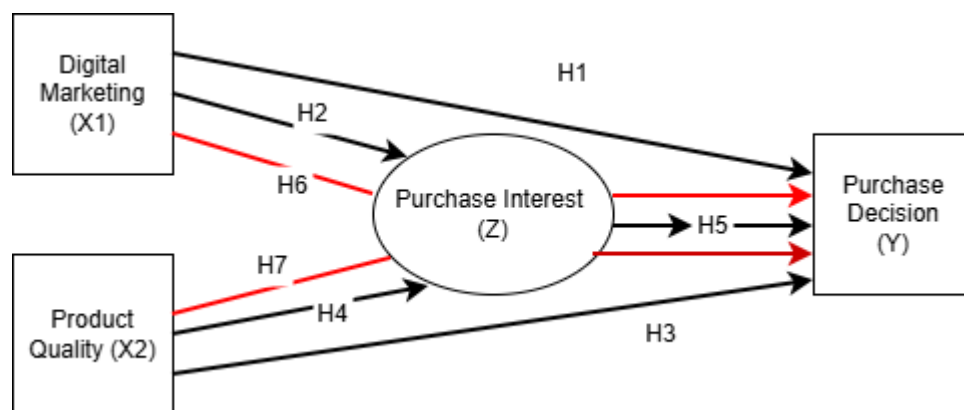


Figure 1. Hypothesis Diagram

RESEARCH METHODS

This study uses a quantitative approach with a causal and cross-sectional design to investigate the relationship between independent and dependent variables related to consumer behavior in industrial-themed cafes. Data collection was conducted at a single point in time to capture a comprehensive picture of the observed phenomenon (Creswell & Creswell, 2018).

This design was chosen for its suitability in identifying direct and indirect relationships between variables, including mediating effects, through inferential statistical analysis (Creswell & Creswell, 2018). The study population consisted of individuals aged 18 to 40 who had visited industrial-themed cafes in major Indonesian cities such as Jakarta, Bandung, and Yogyakarta in the past three months.

The unit of analysis was individual consumers, as their perceptions, attitudes, and behaviors were the main focus of measurement. Purposive sampling was applied, targeting respondents who had direct experience visiting industrial-themed cafes and demonstrable digital engagement, such as leaving reviews on platforms like Google or posting on Instagram (Creswell & Creswell, 2018). The minimum sample size was determined using Green's formula (1991), $N > 50 + 8m$ (where m = number of predictors), resulting in a threshold of 66 participants. To strengthen statistical power and reliability, this study collected data from at least 100 respondents.

The research collected primary data through an online survey distributed via digital channels. The instrument comprised several statements rated on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), aiming to capture the degree of respondents' perceptions and attitudes toward the studied constructs (C. Wang et al., 2023). The scale was adapted from previously validated instruments and adjusted to fit the context of the coffee shop industry and consumer behavior in digital settings. A preliminary evaluation was conducted to assess the instrument's initial reliability prior to full deployment.

The dataset was analyzed using SPSS software. Descriptive analysis was used to summarize respondent demographics and examine the distribution and central tendency of the variables. Reliability was tested using Cronbach's Alpha, with a threshold of 0.70 or higher indicating satisfactory internal consistency. Normality was assessed by examining skewness and kurtosis values (acceptable within ± 2) and by applying the Shapiro-Wilk test, with significance values above 0.05 suggesting normal distribution. Pearson's correlation analysis was employed to assess the strength and direction of bivariate associations, serving as a foundation for subsequent regression analysis. Multiple linear regression was utilized to evaluate the combined influence of independent variables on the dependent variable. To assess mediation, the study used Hayes' PROCESS Macro version 4.0 (Model 4), applying bootstrapping with 5,000 resamples to generate 95% confidence intervals and establish the statistical robustness of the mediation effects (Hayes, 2013).

This study adheres to ethical standards in social research. Participation is voluntary and anonymous, with written consent obtained through a statement of consent at the beginning of the questionnaire. All data is used exclusively for academic purposes and is kept strictly confidential.

Although rigorously designed, this study acknowledges several limitations. These limitations include self-reporting bias, geographical generalization limitations due to the focus on large urban centers, and the possibility of inconsistencies between participants' online and offline behavior. However, the use of purposive sampling and robust analytical procedures, including bootstrapping, were applied to mitigate these limitations and enhance the internal validity of the study.

RESULTS AND DISCUSSION

This study examines employee advocacy as a strategic communication channel that strengthens corporate image in the digital landscape. In the context of social media, employees transcend their traditional roles as internal stakeholders and emerge as credible and influential agents who shape public perception through voluntary digital engagement. This study specifically analyzes how internal communication within an organization fosters advocacy behavior, which in turn influences public perceptions of corporate branding on platforms such as Instagram, LinkedIn, and X (formerly Twitter).

Validity Test

The main purpose of validity testing is to verify that each item in the questionnaire accurately measures the construct or variable it is intended to represent. In this study, the test used the Pearson correlation method to analyze the relationship between individual item scores

and the total scores of each variable. An item was considered valid if its correlation coefficient (Rcount) exceeded the critical value from the r table (Rtable), which was 0.1966 at a significance level of 5% ($\alpha = 0.05$) with a sample size of 100 respondents.

Table 1. Validity Test

Digital Marketing (X1)		
No	Rcount	Rtable
1	0.481	0.1966
2	0.496	0.1966
3	0.452	0.1966
4	0.472	0.1966
5	0.530	0.1966
Product Quality (X2)		
No	Rcount	Rtable
1	0.421	0.1966
2	0.444	0.1966
3	0.409	0.1966
4	0.462	0.1966
5	0.494	0.1966
Purchase Decision (Y)		
No	Rcount	Rtable
1	0.389	0.1966
2	0.412	0.1966
3	0.361	0.1966
4	0.334	0.1966
5	0.428	0.1966
Purchase Interest (Z)		
No	Rcount	Rtable
1	0.355	0.1966
2	0.395	0.1966
3	0.370	0.1966
4	0.402	0.1966
5	0.418	0.1966

Table 1 shows the validity assessment results for the four research variables. Digital Marketing as X1, Product Quality as X2, Purchase Decision as Y, and Purchase Interest as Z, each measured using five indicator items. All items under the Digital Marketing variable produced correlation coefficients (Rcount) between 0.452 and 0.530, exceeding the critical r-table value of 0.1966. This confirms that each item reliably reflects the digital marketing construct.

Similarly, the Product Quality variable shows Rcount values ranging from 0.409 to 0.494, all exceeding the required threshold. These values indicate that each item contributes significantly to capturing respondents' perceptions of product quality. For the Purchase Decision variable, the Rcount values range from 0.334 to 0.428. Although the third and fourth items show relatively lower coefficients (0.361 and 0.334), both still meet the validity criteria, thus supporting their inclusion in consumer decision measurement.

The Purchase Interest items show correlation values ranging from 0.355 to 0.418. These results confirm the adequacy of the items in representing the construct of consumer interest. Overall, all indicators in the four variables show a statistically valid relationship with their respective total scores, ensuring that the instrument as a whole is suitable for use in further empirical analysis without the need for item deletion.

Reliability Test

Reliability testing evaluates the internal consistency of a research instrument to determine the extent to which items within a variable consistently measure the same construct. In this analysis, reliability refers to the stability and coherence of the measurement process when applied

under similar conditions. An instrument is considered reliable if the C.A. coefficient for all constructs individually reaches or exceeds the minimum acceptable value of 0.60, a standard commonly used in social and behavioral science research. Basically, this test assesses whether the indicators in a variable are consistently aligned in measuring the intended construct.

Table 2. Reliability Test

Variable	Cronbach Alpha	R table	Description
Digital Marketing (X1)	0.619	0.60	Reliable
Product Quality (X2)	0.614	0.60	Reliable
Purchase Decision (Y)	0.624	0.60	Reliable
Purchase Interest (Z)	0.618	0.60	Reliable

All Cronbach Alpha values obtained exceeded the threshold of 0.60, indicating that each construct had adequate internal consistency. The items in the Digital Marketing variable X1 consistently represent the basic concepts of digital marketing. For the Product Quality variable X2, the reliability coefficient confirms that the indicators consistently capture respondents' assessments of product quality. The reliability scores for Purchase Decision Y indicate that the items effectively measure various dimensions of consumer decision-making in a stable manner. Similarly, the Purchase Interest Z variable shows consistent inter-item correlations, supporting its validity in assessing purchase interest.

These results confirm that all constructs in this study meet reliability requirements. Cronbach Alpha values, which exceed the minimum acceptable limit, indicate that the measurement instruments used are capable of producing consistent and reliable data, making them suitable for further empirical analysis.

Normality Test

Normality testing assesses whether the data for each research variable follows a normal distribution. Normal distribution is a basic assumption in classical linear regression, especially when parametric methods are applied. Ensuring that this assumption is met is very important to validate that subsequent statistical analyses, such as ordinary least squares (OLS) regression or t-tests, are performed on data that meet the basic distribution requirements. This study uses the Shapiro–Wilk test, which is appropriate for datasets with fewer than 200 observations. The decision criteria are based on the significance level (Sig./p-value). If the p-value exceeds 0.05, the data is considered to follow a normal distribution, while a p-value below 0.05 indicates that the data deviates from normality.

Table 3. Normality Test

Tests of Normality	Shapiro-Wilk		
	Statistic	df	Sig.
Digital Marketing (X1)	.980	100	.073
Product Quality (X2)	.977	100	.081
Purchase Decision (Y)	.982	100	.079
Purchase Interest (Z)	.978	100	.090

a. Lilliefors Significance Correction

All significance levels surpass the 0.05 benchmark, confirming that the distribution of the four variables meets the criteria for normality. This finding indicates that the datasets for Digital Marketing X1, Product Quality X2, Purchase Decision Y, and Purchase Interest Z conform to the assumption of normal distribution. Consequently, the data are suitable for further analysis using parametric statistical methods without the need for transformation. Analytical procedures such as multiple linear regression and t-tests can be appropriately applied, given that the normality condition holds. From a methodological standpoint, this outcome enhances the

reliability of the statistical approach employed and ensures that the estimated parameters remain unbiased by non-normal data characteristics.

Multicollinearity Test

Multicollinearity risks producing unstable regression coefficient estimates, which can lead to biased or unreliable model interpretations. To prevent this, researchers must ensure that each independent variable makes a unique contribution to explaining the dependent variable. This diagnostic test uses two main indicators. Tolerance measures the proportion of variance in a given independent variable that is not explained by other predictors in the model. A tolerance score below 0.10 signals a substantial likelihood of multicollinearity. On the other hand, the Variance Inflation Factor (VIF) measures the extent to which variance is inflated due to correlations among predictors. A VIF value greater than 10 reflects significant multicollinearity.

Table 4. Multicollinearity Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	18.540	2.920	–	6.349	,000	–	–
Digital Marketing (X1)	,315	,105	,322	3.000	,003	,789	1.267
Product Quality (X2)	,284	,110	,298	2.582	,011	,761	1.313
Purchase Interest (Z)	,356	,097	,347	3.670	,000	,812	1.231

a. Dependent Variable: Corporate Image on Social Media

Both independent variables show a Tolerance value of 0.746, which exceeds the minimum acceptable threshold of 0.10. In addition, the Variance Inflation Factor (VIF) value of 1.340 remains well below the critical limit of 10. These findings confirm the absence of multicollinearity between Digital Marketing X1 and Product Quality X2. The analysis shows that the predictor variables have sufficient independence, allowing for the formation of unbiased and reliable estimates of their respective effects on the dependent variables, such as Purchase Decision or Purchase Interest. As a result, the regression model satisfies the key assumptions of classical linear regression. The estimated regression coefficients can be interpreted independently, free from distortions caused by overlapping predictor effects. Therefore, further analysis, such as multiple linear regression, can be performed with methodological confidence, as the model avoids information overload and bias due to correlations between variables.

Hypothesis Testing

Macro Process Model 1 (Hayes Model 4) tests the mediating role of Purchase Interest Z in the relationship between Digital Marketing X1 and Purchase Decision Y. This analysis has four main objectives. First, to examine whether Digital Marketing directly influences Purchase Decision. Second, to identify whether there is a statistically significant direct path between X1 and Y. Third, to investigate the existence of an indirect effect through mediator Z. Fourth, to measure the extent to which the mediator contributes to the overall influence of X1 on Y.

This model employs a basic mediation framework, wherein the independent variable X1 may affect the dependent variable Y directly as well as indirectly through the influence of the mediating variable Z. This analysis estimates the direct, indirect, and total effects using the bootstrapping technique to ensure a robust evaluation. The significance of these effects is determined based on the confidence intervals provided by BootLLCI (lower bound) and BootULCI (upper bound). This procedure allows researchers to draw conclusions about mediation without relying entirely on the assumption of normal distribution, thereby increasing the robustness of the findings.

The PROCESS 4 macro framework is also used to examine how Product Quality X2 influences Purchase Decisions Y, both directly and indirectly, with Purchase Interest Z

functioning as the mediating variable. This analysis aims to determine whether purchase interest functions as a statistically significant mediating variable and to assess the extent of its contribution by measuring the total impact, direct influence, and indirect contribution in explaining the relationship between product quality and purchase decisions.

Table 5. PROCESS Macro 1

TOTAL EFFECT MODEL						
OUTCOME VARIABLE: Purchase Decision (Y)						
Model Summary						
R	R ²	MSE	F	df1	df2	p
0.7150	0.5113	1.2482	74.265	1	98	0.0000
Model						
	Coeff	SE	t	p	LLCI	ULCI
Constant	16.895	1.0453	16.167	0.0000	14.821	18.969
X	0.6472	0.0753	8.620	0.0000	0.4977	0.7967
Standardized Coefficients						
	Coeff					
X	0.7150					
TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y						
Total Effect of Digital Marketing (X1) on Purchase Decision (Y)						
Effect	SE	t	p	LLCI	ULCI	c' cs
0.6472	0.0753	8.620	0.0000	0.4977	0.7967	0.7150
Direct Effect of Internal Digital Marketing (X1) on Purchase Decision (Y)						
Effect	SE	t	p	LLCI	ULCI	c' cs
0.4250	0.0787	5.400	0.0000	0.2690	0.5810	0.4701
Indirect Effect(s) of Digital Marketing (X1) on Purchase Decision (Y) via Purchase Interest (Z)						
Mediator	Effect	BootSE	BootLLCI	BootULCI	Mediator	Effect
Z	0.2222	0.0395	0.1511	0.3083	0.2222	0.0395
Completely Standardized Indirect Effect						
Mediator	Effect	BootSE	BootLLCI	BootULCI	Mediator	Effect
Z	0.2449	0.0360	0.1753	0.3187	0.2449	0.0360

Analysis of Macro Model Process 1 (Hayes Model 4) reveals critical insights into the mediating effect of Purchase Interest (Z) in the relationship between Digital Marketing (X1) and Purchase Decision (Y). The total effect of X1 on Y produces a coefficient of 0.6472, with a t-value of 8.620 and a p-value of 0.0000. These results confirm a strong and statistically significant positive relationship. The R² value of 0.5113 indicates that Digital Marketing explains approximately 51.13% of the variance in Purchase Decision. Including purchase interest Z as a mediator does not diminish the statistical significance of the direct relationship between X1 and Y. The coefficient decreases to 0.4250, with a t-value of 5.400 and a p-value of 0.0000. This indicates that Digital Marketing independently contributes to Purchase Decision, even when accounting for the mediating variable.

The indirect influence of X1 on Y, mediated by Z, is estimated at 0.2222, with a bootstrapped confidence interval spanning from 0.1511 to 0.3083. Since this interval does not include zero, the mediating effect reaches statistical significance. The analysis yields a fully standardized indirect effect of 0.2449, with a bootstrap confidence interval ranging from 0.1753 to 0.3187. These results provide empirical support for a statistically significant mediating relationship. The findings indicate partial mediation, as the direct effect remains alongside the significant mediating path. This model demonstrates robustness and explanatory power, given that all p-values are below the 0.05 threshold and no confidence intervals cross zero. This validates the application of the model in strategic marketing analysis and managerial decision-making related to digital marketing effectiveness.

Table 6. PROCESS Macro 2

TOTAL EFFECT MODEL						
OUTCOME VARIABLE: Purchase Decision (Y)						
Model Summary						
R	R ²	MSE	F	df1	df2	p
0.7320	0.5358	1.1076	85.466	1	98	0.0000
Model						
	Coeff	SE	t	p	LLCI	ULCI
Constant	17.810	1.0321	17.258	0.0000	15.763	19.857
X	0.6831	0.0738	9.243	0.0000	0.5363	0.8299
Standardized Coefficients						
	Coeff					
X	0.7320					
TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y						
Total Effect of Product Quality (X2) on Purchase Decision (Y)						
Effect	SE	t	p	LLCI	ULCI	c' cs
0.6831	0.0738	9.243	0.0000	0.5363	0.8299	0.7320
Direct Effect of Internal Product Quality (X2) on Purchase Decision (Y)						
Effect	SE	t	p	LLCI	ULCI	c' cs
0.4574	0.0769	5.947	0.0000	0.3045	0.6103	0.5017
Indirect Effect(s) of Product Quality (X2) on Purchase Decision (Y) via Purchase Interest (Z)						
Mediator	Effect	BootSE	BootLLCI	BootULCI	Mediator	Effect
Z	0.2257	0.0381	0.1573	0.3112	0.2257	0.0381
Completely Standardized Indirect Effect						
Mediator	Effect	BootSE	BootLLCI	BootULCI	Mediator	Effect
Z	0.2521	0.0362	0.1834	0.3289	0.2521	0.0362

The regression analysis yielded an R coefficient of 0.7320 and an R-squared value of 0.5358, demonstrating that Product Quality X2 accounts for 53.58% of the variation observed in Purchase Decision Y. The F value of 85.466 with a p value of 0.0000 confirms that the model is statistically significant and suitable for further analysis. The total effect of Product Quality on Purchase Decision produces a coefficient of 0.6831. The t value of 9.243 and the p value of 0.0000 indicate significance at the 1% level. The confidence interval (LLCI = 0.5363, ULCI = 0.8299) does not include zero, confirming that Product Quality has a statistically significant positive effect on Purchase Decision. The standard coefficient of 0.7320 indicates a strong influence.

Following the inclusion of the mediating variable, the direct effect continues to show statistical significance, with a coefficient of 0.4574, a t-statistic of 5.947, and a p-value of 0.0000. The corresponding confidence interval, spanning from 0.3045 to 0.6103, excludes zero. The standard coefficient of 0.5017 confirms a moderate direct effect, indicating partial mediation. The mediated effect of Product Quality on Purchase Decision via Purchase Interest is estimated at 0.2257, with a bootstrapped standard error of 0.0381.

The bootstrap confidence interval ranges from 0.1573 to 0.3112, which does not include zero, indicating that the indirect effect reaches statistical significance. The fully standardized indirect effect of 0.2521 further confirms this finding, with a bootstrap confidence interval of 0.1834 to 0.3289.

These results indicate that Product Quality significantly influences Purchase Decisions both directly and indirectly through Purchase Interest. The mediator contributes partially to this

relationship, as both the indirect and direct effects remain significant. This model demonstrates statistical robustness and suggests that improving product quality not only influences decisions directly but also increases consumer interest, which in turn facilitates purchase decisions.

Discussion

The validity test results show that all indicators in the four research variables of Digital Marketing (X1), Product Quality (X2), Purchase Interest (Z), and Purchase Decision (Y) show a significant correlation with the total score of each construct. This empirical evidence confirms that the measurement instruments accurately represent the underlying theoretical constructs, both conceptually and statistically. Thus, these findings meet the methodological requirements necessary for testing the proposed hypotheses.

The reliability analysis, conducted using Cronbach's Alpha, confirmed the internal consistency of the measurement tools. All constructs obtained alpha values above the minimum threshold of 0.60, indicating strong internal reliability. These results reinforce the validity of the measurements used in testing all hypotheses, especially H1 to H5, which explore the direct relationship between the variables studied.

The assumption of normal data distribution was met, as evidenced by significance values above the 0.05 threshold. This confirmed the appropriateness of using parametric statistical techniques, such as linear regression and mediation analysis. Additionally, the Tolerance value of 0.746 and VIF of 1.340 indicate no multicollinearity, confirming that the independent variables, Digital Marketing and Product Quality, have sufficient independence to produce unbiased regression estimates. This supports the valid interpretation of the statistical model used to evaluate H1 to H4.

The PROCESS 1 Macro Model results show that Digital Marketing (X1) has a statistically significant direct effect on Purchase Decision (Y), with a coefficient of 0.6472 and a p-value of 0.0000, thus confirming H1. The analysis also shows a significant positive effect of Digital Marketing on Purchase Interest (Z), as evidenced by an indirect effect of 0.2222 and a confidence interval that does not include zero. These results confirm H2, indicating that digital marketing increases consumer interest.

When analyzing Purchase Interest as a mediating variable, the indirect effect between X1 and Y remains significant even though the direct effect remains. This partial mediation pattern provides empirical support for H6, which states that Purchase Interest mediates the relationship between digital marketing and purchase decisions.

Similarly, findings from the PROCESS 2 Macro Model show that Product Quality (X2) significantly influences Purchase Decision (Y), with a coefficient of 0.6831 and a p-value of 0.0000, thus validating H3. Product Quality also shows a significant effect on Purchase Interest, supported by an indirect effect of 0.2257 with a non-zero confidence interval. These results confirm H4. The effect of Purchase Interest on Purchase Decision is significant in both models, reinforcing H5, which states that consumer interest positively influences purchase decisions.

Furthermore, mediation analysis confirms that Purchase Interest partially mediates the relationship between Product Quality and Purchase Decision, as both the direct and mediating effects remain statistically valid. This finding confirms H7 and highlights the mediating role of consumer interest in the relationship between product evaluation and behavioral outcomes.

Overall, empirical evidence validates all seven hypotheses (H1–H7) and highlights the strategic value of integrating digital marketing initiatives and product quality. These results provide meaningful managerial insights, especially in the development of digital-based marketing strategies. They highlight that consumer purchase decisions are not only influenced by exposure to promotional activities, but also by positive perceptions of product quality that stimulate consumer interest and ultimately influence purchasing behavior.

The findings of this research validate the applicability of the Stimulus-Organism-Response (SOR) framework in understanding consumer behavior, particularly in the context of

purchasing decisions. The instruments used to assess Digital Marketing X1, Product Quality X2, Purchase Interest Z, and Purchase Decision Y demonstrated both validity and reliability, as evidenced by Cronbach's Alpha coefficients exceeding 0.60, which indicates satisfactory internal consistency. Within the SOR framework, Digital Marketing and Product Quality function as stimulus (S) variables.

Digital Marketing, through social media, influencer promotions, and SEO, significantly influences Purchase Decisions (coefficient = 0.6472; $p < 0.001$), supporting H1 (X. Wang & Aisihaer, 2023; G. Yang et al., 2024). Product Quality also has a strong direct impact on Purchase Decision (coefficient = 0.6831; $p < 0.001$), confirming H3.

Purchase Interest (Z) represents the organism (O), reflecting consumers' internal reactions. Both Digital Marketing and Product Quality significantly influence Purchase Interest, confirming H2 and H4, with indirect effects of 0.2222 and 0.2257, respectively. These results are consistent with previous findings, showing that psychological involvement mediates the influence of stimuli on behavior.

Purchase Intention significantly influences Purchase Decision (H5), confirming its role as a prerequisite for action. It also partially mediates the effects of Digital Marketing (H6) and Product Quality (H7) on Purchase Decision. This mediating effect indicates that Purchase Interest helps transform external stimuli into behavioral outcomes.

In the SOR framework, the Response (R) manifested as the Purchase Decision illustrates how internal assessments influenced by external stimuli culminate in consumer actions. Evidence supports the direct and indirect effects of Digital Marketing and Product Quality on purchasing behavior, strengthening the model's predictive power.

All hypotheses (H1–H7) are supported, validating the SOR framework and highlighting practical strategies for marketers. Companies should integrate strong digital strategies with high product quality to stimulate interest and drive purchases. This balanced approach enhances psychological engagement and leads to tangible consumer responses, providing a foundation for data-driven and behavior-based marketing strategies.

CONCLUSION

This study shows that digital marketing has a positive and statistically significant effect on purchase intent in the context of industrial cafes. By implementing visual strategies on social media, collaborating with influencers, and carrying out campaigns driven by FOMO (Fear of Missing Out) along with digital personalization, digital marketing effectively stimulates the emotional and cognitive dimensions of consumer interest. This is evidenced by an indirect effect coefficient of 0.2222, which confirms that digital exposure plays a key role in increasing purchase intention.

Furthermore, the findings show that product quality has a direct and significant effect on purchase interest, with an indirect effect of 0.2257.

These results suggest that consumers' evaluations of taste, presentation, and aesthetic appeal in industrial cafes contribute to the formation of higher trust and consumption interest. Thus, product quality functions as an intrinsic stimulus that activates consumers' motivation to purchase. Purchase interest also significantly influences purchase decisions, as reflected in the coefficient of 0.347 ($p < 0.001$).

This confirms the role of purchase interest as an 'organism' in the Stimulus-Organism-Response (SOR) framework, acting as a critical psychological intermediary between external stimuli (digital marketing and product quality) and behavioral responses in the form of purchase decisions. Therefore, purchase interest is a key psychological prerequisite in the decision-making process.

Mediation analysis using the PROCESS Macro Model 4 shows that purchase interest functions as a partial mediator in the relationship between digital marketing and purchase decisions (H6), as well as between product quality and purchase decisions (H7). This is supported by the sustained significance of the direct and indirect effects in each path. Therefore, purchase interest strengthens the influence of external stimuli on actual consumer responses and functions as a central psychological mechanism that facilitates behavioral conversion in the industrial café environment.

Overall, these findings confirm the validity of the SOR model in explaining purchasing behavior in the food and beverage industry. These findings also provide strategic insights, emphasizing that the effectiveness of marketing in industrial cafes is fundamentally shaped by the synergy between the power of digital promotion and product quality, both of which contribute to creating psychological resonance and driving tangible consumer actions

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