

The Influence of Product Quality and Promotion On Purchasing Decisions: A Case Study of Pojok Kopi In Depok

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Abstract.

The problem in this study is the lack of consumers or customers who buy at the Coffee Corner from year to year. This study aims to determine the influence of Product Quality, and Promotion, on Purchase Decisions and to determine the influence of Product Quality, Promotion, simultaneously or together on purchase decisions in Coffee Corner. The research method used is the quantitative method. The data source used is primary data, which was obtained from the distribution of questionnaires to respondents. The technique used in determining the sample is axial sampling. The data was processed and analyzed using multiple linear regression and using SPSS for Windows Version 26. The results of this study show that (1) The effect of the magnitude of the determination coefficient (R Square) is 0.140 or equal to 14.0%. This number means that product quality, promotion, affects the purchase decision by 14.0%. (2) The simultaneous influence of free variables on bound variables obtained a calculated value of 3.881 and a variable of 2.460 or $3.881 > 2.460$ with a significant probability value of 0.012 or $0.000 < 0.05$ (H_0 rejected and H_1 accepted). Thus, it can be said that there is a significant influence together between the free variable on the bound variable and can be used to predict the influence on the purchase decision.

Keywords: Product Quality, and Promotion, Purchase Decision and Coffee Corner.

I. INTRODUCTION

Globalization and technological advancements have brought significant changes to the business environment. These changes are not limited to the economic aspect but also encompass social, cultural, technological, and consumer behavior patterns. Consumers now have increasingly broader access to information about products and services available on the market (Triana, Harry Novitasari, 2024). This situation has caused consumers to be more selective in determining the products they will purchase. Companies are no longer only required to produce products but also must be able to understand consumer needs, desires, and behavior to maintain their business continuity amidst increasingly intense competition. In the food and beverage industry, these behavioral changes are evident in the increasing diversity of consumer choices regarding products, brands, prices, quality, service, atmosphere, and various forms of promotions offered by business actors (Novitasari & Sari, 2025).

Normatively, a business is established to create value and achieve business sustainability. The stakeholder perspective explains that an organization's success is measured not only by its ability to generate profits for the business owner, but also by its ability to create value for various stakeholders. In a business context, consumers are a crucial stakeholder because their purchasing decisions are directly related to the sustainability of revenue and business growth. Therefore, companies need to create value that consumers can perceive through quality products and effective marketing communications. This perspective is increasingly relevant in the coffee shop business because consumers have many alternative places to purchase coffee and other beverage products (Annisya et al., 2026). This development has also created increasingly fierce competition, so each coffee shop needs a strategy that can differentiate its product from competitors. (Nupus, Hayati Novitasari, Sela Haryadi, 2025)

Competition in the coffee shop business makes consumer purchasing decisions a crucial aspect that business managers must consider. Consumers don't always immediately purchase a product upon seeing or recognizing it. Before making a purchase, consumers can consider various alternatives, compare product quality, pay attention to price, seek information, consider promotions, and evaluate previous purchasing experiences. Therefore, purchasing decisions are the result of consumers' consideration of various product attributes and the marketing strategies offered by the company. In a coffee shop environment with many competitors, a company's ability to influence purchasing decisions is a crucial factor in increasing sales and retaining customers. (Novitasari, Sela Adinda Putri, 2023) Conversely, if product quality is inconsistent or deemed less competitive than products offered by other coffee shops, consumers may consider other alternatives (Susanto, Denies, Fuadi, Novitasari, 2025).

Previous research has shown that product quality is related to purchasing decisions in various business contexts. Research (Arianto, n.d.) on Lawang Coffee consumers showed that product quality influences purchasing

decisions, both partially and in conjunction with promotions. These findings indicate that product quality is one aspect that coffee shop managers need to consider in influencing consumer decisions. Research (Sela Novitasari; Anisa Rahmawati, 2025) at the Story House Café in Bogor City also showed that product quality and sales promotions significantly influence purchasing decisions. This research further strengthens the assumption that product quality is an important part of a company's strategy in increasing consumer purchasing decisions (Novitasari & Permadi, 2026).

Similar findings were also obtained in research on other coffee shops. Research (Pramadjaya & Rohmawati, 2025) on INKOFFIE Sidoarjo found a positive and significant influence of product quality on purchasing decisions. The study also showed that promotions influence purchasing decisions, and product quality can influence promotions. Meanwhile, research (Sela Novitasari, 2025) on coffee shops in Denpasar City showed that product quality has a positive and significant influence on consumer purchasing decisions. These findings indicate that coffee shop consumers tend to consider product quality as one of the bases for determining purchasing decisions (Budiyono & Novitasari, 2026).

However, the influence of product quality on purchasing decisions does not always produce consistent findings. Research (Hong & Nguyen, 2020) on Kopi Kenangan Ruko Muara Karang found that price and promotion perceptions significantly influenced purchasing decisions, while product quality showed no significant partial effect. These differences in results indicate inconsistencies in empirical findings regarding the influence of product quality on purchasing decisions. This situation is an important reason to conduct further research on different consumer objects and characteristics (Annisya et al., 2026).

Promotions can take the form of discounts, bundled packages, vouchers, social media promotions, loyalty programs, product content, and other forms of marketing communication. An attractive promotional strategy can increase consumer knowledge about a product while creating a stimulus that encourages consumers to make purchases (Sela Novitasari; Anisa Rahmawati, 2025).

The development of social media has also changed coffee shop promotional patterns. Consumers can obtain information about menus, prices, atmosphere, promotions, and other customer experiences through various digital platforms. This situation provides opportunities for coffee shops to reach a wider consumer base with relatively efficient communication costs. However, the increasing use of digital media has also led to consumers receiving various promotional information from many coffee shops simultaneously. Therefore, promotions carried out by companies are not sufficient simply to be frequent; they must also be able to provide clear, interesting, relevant, and valuable information for consumers (Novitasari & Sari, 2025).

Research (Novitasari & Sari, 2025) shows that sales promotions significantly influence purchasing decisions at the Story House Café in Bogor City. The study also found that product quality and promotions simultaneously influence purchasing decisions. Consistent results were found in a study of Kopi Kren Jakarta by Yudo Negoro and Wasino (2023), which showed that product quality, promotions, and price perceptions influence purchasing decisions. Research at Hours Coffee and More Jakarta also found that product quality and promotions influence purchasing decisions (Sela Novitasari, 2025).

However, the influence of promotions on purchasing decisions also shows inconsistent results. Research (Novitasari & Permadi, 2026) on Kopi Janji Jiwa Galaxy found that promotions significantly influenced purchasing decisions and were a dominant variable, while product quality did not significantly influence purchasing decisions. Conversely, research (Novitasari & Musfiroh, 2026) on Fore Coffee found that product quality and price perception had a positive and significant influence on purchasing decisions, while promotion had no significant effect. These differences in results indicate that promotional effectiveness can be influenced by product characteristics, consumers, brands, location, and the form of promotion used (Novitasari & Musfiroh, 2026).

Recent research on Kopi Kenangan in Jakarta also yielded interesting findings. The study, published in 2026, showed that product quality, price perception, and promotion had a positive and significant influence on purchasing decisions. Of the three variables, promotion had the strongest influence, with a coefficient of 0.365, while product quality had a coefficient of 0.302. Together, these three variables explained 67.3% of the variation in purchasing decisions. These findings demonstrate that promotion can be an important instrument in driving purchasing decisions, especially when consumers are faced with numerous brand and product alternatives (Ninggsih, 2023).

Research at Nirwana Coffee Space Bojonggede also showed that product quality, service quality, and promotion significantly influence purchasing decisions. Meanwhile, a recent study on Kopi Graos in Kupang City showed that product quality and promotion significantly influence purchasing decisions, both partially and simultaneously. These findings indicate that product quality and promotion are two empirically relevant factors to study in the coffee shop industry (Haque, 2020).

The problem of this research stems from the increasingly competitive conditions of the coffee shop business and consumer demands for quality products and attractive promotions. Pojok Kopi, as one of the coffee shop businesses in Depok, faces a business environment that allows consumers to have a variety of coffee locations and product choices. Consumers can easily compare Pojok Kopi products with other coffee shops based on taste, menu variety, product display, price, promotions, ease of access to information, and the experience provided. In this situation, less competitive product quality and less attractive promotions can be factors that have the potential to reduce consumer interest in making purchasing decisions (Dharmawangsa & Ekonomi, 2025).

Product quality issues can be related to consumer perceptions of taste, product consistency, menu variety, presentation, and product suitability to consumer expectations. If consumers perceive Pojok Kopi's product quality as lacking a clear advantage over competitors, they are likely to choose products from other coffee shops. This is crucial because consumer purchasing decisions are influenced not only by the need to consume coffee but also by the perceived value derived from the product (Arda & Andriany, 2020).

The next issue relates to promotion. In an increasingly competitive environment, unattractive promotions can result in Pojok Kopi's product information being less able to attract consumers. Consumers may be more attracted to coffee shops that offer more creative promotions, easier-to-find product information, more attractive purchase packages, or more active communication through social media. Therefore, promotions need to be designed not only to provide information but also to build appeal and encourage consumers to make purchases (Novitasari & Musfiroh, 2026).

This issue is becoming increasingly important because purchasing decisions are one indicator of marketing success. When consumers decide to purchase, companies gain revenue and the opportunity to build long-term relationships with them. Conversely, if consumers choose competitors, companies lose sales opportunities. Therefore, understanding the factors that influence purchasing decisions is a strategic necessity for Pojok Kopi in facing the competition among coffee shops in Depok (Pramadjaya & Rohmawati, 2025).

Based on previous research, there are research gaps that form the basis of this study. First, research on product quality and promotion has shown inconsistent results. Some studies found that product quality and promotion significantly influence purchasing decisions, while others showed that neither variable had a significant effect. For example, research at Café Story House showed a significant effect of product quality and promotion on purchasing decisions, while research at Fore Coffee showed that product quality had a significant effect but promotion had an insignificant effect. This difference indicates the need to re-examine the relationship between these two variables on a different research object (Pramadjaya & Setiawan, 2025).

Second, some previous studies used coffee shops with different brand and market characteristics, such as Kopi Kenangan, Kopi Janji Jiwa, Fore Coffee, Kopi Kren, Café Story House, and other coffee shops. The results of these brands cannot necessarily be directly generalized to local coffee shops like Pojok Kopi in Depok. Differences in business scale, consumer characteristics, brand recognition, promotional strategies, product variations, and competitive environments can result in different purchasing decision behaviors (Novitasari et al., 2023).

Third, research specifically examining product quality and promotion simultaneously on purchasing decisions at Pojok Kopi in Depok is still limited. This situation presents an opportunity to conduct empirical research to determine whether product quality and promotion are indeed factors influencing Pojok Kopi consumers' purchasing decisions. This research is expected to provide empirical evidence regarding the relationship between these two variables in the context of local coffee shops (Novitasari et al., 2023).

Based on the description, this study uses product quality as the first independent variable (X1), promotion as the second independent variable (X2), and purchasing decision as the dependent variable (Y). Product quality is seen as the ability of Pojok Kopi products to meet consumer expectations, while promotion is seen as a marketing communication activity used to convey information and provide stimuli to consumers. Purchasing decisions are

variables that indicate consumer actions in determining the choice to purchase Pojok Kopi products (Sela Novitasari, Bambang Permadi, 2026).

Conceptually, improved product quality is expected to increase consumer confidence in making a purchase. Consumers who receive a product with the taste, appearance, variety, and consistency that meet their expectations will have a better perception of value. Therefore, the higher the product quality perceived by consumers, the more likely they are to make a purchase decision. Based on this argument, the first hypothesis proposed is:

H₁: Product quality has a positive and significant influence on purchasing decisions at Pojok Kopi in Depok.

Promotion is also thought to influence purchasing decisions. Promotions that are informative, attractive, easy to understand, and tailored to consumer needs can increase consumer attention to a product. Promotional offers such as discounts, menu packages, vouchers, social media promotions, and other forms of marketing communication can provide a stimulus that encourages consumers to make a purchase. Therefore, the more effective the promotion carried out by Pojok Kopi, the greater the likelihood of consumers making a purchase decision. Based on this argument, the second hypothesis proposed is:

H₂: Promotion has a positive and significant influence on purchasing decisions at Pojok Kopi in Depok.

In addition to their partial influence, product quality and promotion are expected to exert a joint influence on purchasing decisions. Product quality provides a rational reason for consumers to choose a product, while promotion provides a communication stimulus that can increase consumer attention and interest. The combination of a quality product and effective promotion is expected to strengthen consumer purchasing decisions. Previous research at Café Story House showed that product quality and promotion simultaneously have a significant influence on purchasing decisions. Findings at Lawang Coffee also indicate that both variables simultaneously influence purchasing decisions. Based on these arguments, the third hypothesis proposed is:

H₃: Product quality and promotion simultaneously have a positive and significant influence on purchasing decisions at Pojok Kopi in Depok.

Thus, the problem-solving direction in this research is carried out by empirically testing the influence of product quality and promotion on consumer purchasing decisions at Pojok Kopi in Depok. Testing was conducted to determine the influence of each variable partially and the influence of both variables simultaneously. The results of this study are expected to provide theoretical contributions to enrich the study of consumer behavior and marketing in the coffee shop industry, while also providing practical contributions to Pojok Kopi managers in determining strategies to improve product quality and develop more effective promotional programs.

The purpose of this study is to determine and analyze the influence of product quality on purchasing decisions at Pojok Kopi in Depok, to determine and analyze the influence of promotions on purchasing decisions at Pojok Kopi in Depok, and to determine and analyze the influence of product quality and promotions simultaneously on purchasing decisions at Pojok Kopi in Depok. The results of the study are expected to be a basis for Pojok Kopi managers in evaluating product quality, developing promotional strategies, and improving consumer purchasing decisions.

This research is relevant to the increasingly competitive coffee shop industry. When consumers have many choices, companies need to create a competitive advantage that is directly perceived by consumers. A quality product without effective promotion may be less well-known to consumers, while an attractive promotion without good product quality can lead to post-purchase dissatisfaction. Therefore, product quality and promotion need to be viewed as two complementary components in an effort to improve purchasing decisions. This research is expected to provide an empirical overview of the extent to which these two factors are able to explain consumer purchasing decisions at Pojok Kopi in Depok. The following table presents problems encountered at Pojok Kopi.

Table 1. Purchasing Decision Problems at Kopi Pojok in 2022-2026

Year	Purchasing Decision Problems	Impact
2022	Consumer choice of Pojok Kopi is still low due to the large number of competing coffee shops.	The purchasing decision is not optimal.
2023	Consumers are starting to have many alternative coffee shops with diverse concepts and menus.	Consumers easily switch choices.

Year	Purchasing Decision Problems	Impact
2024	Some consumers' purchasing interest has decreased because the products and offers are less attractive.	Purchase frequency decreases.
2025	Promotional competition between coffee shops is getting higher.	Consumers are more interested in coffee shops that offer attractive promotions.
2026	Purchasing decisions are still influenced by product quality, menu variety, price, and promotions.	Increasing purchasing decisions is a challenge for Pojok Kopi.

II. METHOD

This study uses a quantitative approach with an associative research design. Quantitative research is used to measure relationships between variables based on numerical data. Associative research is used to analyze the influence of product quality and promotion on purchasing decisions. The independent variables in this study are product quality (X1) and promotion (X2), while the dependent variable is purchasing decisions (Y).

The research subjects were consumers who purchased products at Pojok Kopi in Depok. The research was conducted at Pojok Kopi, Depok, West Java. The research data consisted of primary and secondary data. Primary data was obtained directly from respondents through a questionnaire. Secondary data was obtained from scientific journals, books, and other literature sources relevant to product quality, promotions, and purchasing decisions.

Population and Sample

The research population was all consumers who had ever purchased Pojok Kopi products in Depok. Because the exact number of consumers was unknown, the sample size was determined using the Lemeshow approach. With a 10% error rate, the sample size used in the research was 100 respondents. Respondents were selected based on the following criteria: (1) having purchased Pojok Kopi products in Depok; (2) being at least 17 years old; and (3) willing to complete the research questionnaire.

The sampling technique used was purposive sampling. Purposive sampling is a technique for selecting respondents based on specific criteria that align with the research objectives. This technique was used because the study required respondents with direct experience purchasing and consuming Pojok Kopi products.

Data Collection Techniques

Data collection was conducted using a questionnaire with a Likert scale. The questionnaire was administered to respondents who met the research criteria. The Likert scale was used to measure respondents' level of agreement with each statement. The answer scores consisted of five categories: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.

In addition to questionnaires, the study used observation and documentation as supporting data. Observations were conducted to obtain an overview of product conditions, promotional activities, and consumer purchasing behavior at Pojok Kopi. Documentation was used to supplement information related to the research object.

Operational Definition of Variables

Operational definitions are used to explain the indicators used in measuring each research variable.

Table 2. Operational Definitions

Variables	Operational Definition	Indicator
Product Quality (X1)	The ability of Pojok Kopi products to meet consumer needs and expectations.	Product taste, product freshness, product appearance, product variety, quality consistency, and conformity to consumer expectations.
Promotion (X2)	Communication activities carried out by Pojok Kopi to provide information and attract consumers to make purchases.	Advertising, sales promotions, social media, information provision, promotional appeal, and promotional frequency.
Purchase Decision (Y)	Consumer actions in determining the choice to purchase Pojok Kopi products after considering various alternatives.	Product choice, brand choice, place choice, time of purchase, purchase amount, payment method, and repeat purchase.

Research Instruments

The research instrument consisted of closed-ended statements structured based on indicators for each variable. Before being used in the analysis, the instrument was tested for validity and reliability. Validity was used to determine the ability of each statement item to measure the variables being studied. Reliability was used to determine the consistency of respondents' responses to the research instrument.

Data Analysis Techniques

The data obtained from the questionnaire were analyzed using the Statistical Package for the Social Sciences (SPSS) software. The data analysis was conducted in several stages. First, a descriptive analysis was conducted to describe the characteristics of the respondents and the distribution of answers. Second, instrument testing was conducted, consisting of validity and reliability tests. Third, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests. The t-test is useful for determining the significance of the influence of the independent variable on the dependent variable individually, assuming the other variables remain constant. The significance of the influence is seen by comparing the calculated t-value and the t-table.

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Information:

t = t-test value

r = Pearson correlation coefficient

r^2 = Coefficient of determination

n = Number of samples

The t-test is used to partially determine the influence of the independent variable on the dependent variable. The recommended hypothesis decision-making criteria are: 1. If $t_{count} > t_{table}$, then H_0 is rejected and H_a is accepted. If $t_{count} < t_{table}$, then H_0 is accepted and H_a is rejected.

Hypothesis testing was conducted using t-tests and F-tests. The t-test was used to determine the partial effect of product quality and promotion on purchasing decisions. The F-test was used to determine the simultaneous effect of product quality and promotion on purchasing decisions. The coefficient of determination (R^2) was used to determine the extent to which product quality and promotion explain variations in purchasing decisions.



Fig 1. Corner Coffee Visitors

III. RESULTS AND DISCUSSION

Instrument Validity Test

Validity testing is conducted to determine the research instrument's ability to measure the indicators of each variable studied. An instrument is considered valid if each statement item is able to measure the construct it is intended to measure. In this study, validity testing was conducted by examining the value of *Corrected Item-Total Correlation* which is used as a **valuer-count**. A statement item is declared valid if the calculated r-value is greater than the r-table at a significance level of 5%.

The number of respondents in this study was 100 people, so the degree of freedom (*degree of freedom/df*) is calculated using the formula: $df = n - 2 = 100 - 2 = 98$. With the number of respondents being 100 and a

significance level of 5%, the r-table value needs to be adjusted to the table *Product Moment* used. Based on these criteria, statement items that have a calculated r-value greater than the table r-value are declared valid and can be used in the next analysis process.

Table 3. First output table

Case Processing Summary			
Cases	N	%	
	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

The table above provides information about a sample (n) of 100 visitors and is 100% valid, meaning there are no blank data, while Excluded has a value of 0 because no data is excluded or all data is used in the analysis. The normality test is used to test whether in a regression model, the independent and dependent variables have a normal data distribution or not. In this study, the normality test uses graphical and statistical methods. In the graphical method (Histogram and P-Plot), the research variables are said to be normally distributed if they meet the following criteria:

1. If the data is spread around the diagonal line and follows the direction of the diagonal line, then the regression model meets normality.
2. If the data is spread far from the diagonal line and does not follow the direction of the diagonal line, then the regression model does not meet normality. The following are the results of the normality test for the Histogram method and the P-Plot method. The output results for the Normality of the Histogram method using *Software SPSS* version 26 is as follows:

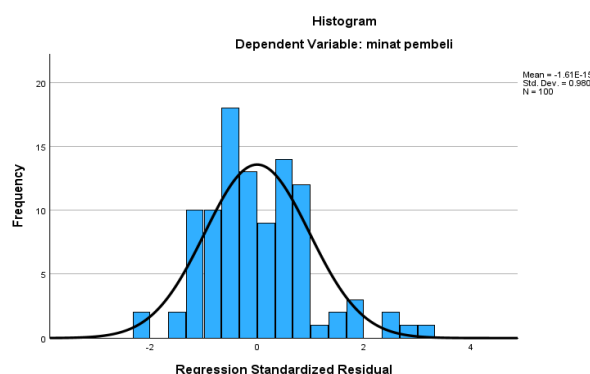


Fig 2 Histogram Normality Output

The image above shows that the histogram data spread far from the diagonal line and does not follow the direction of the diagonal line, so the regression model does not meet normality. Furthermore, the output results of the normality method P-Plot using SPSS software version 26 are as follows:

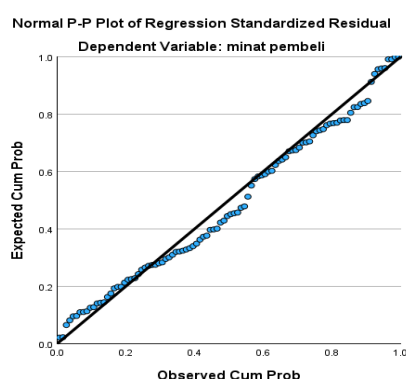


Fig 3 Histogram Normality Output

The image above shows that the data points are spread far from the diagonal line and do not follow the direction of the diagonal line, so the regression model does not meet normality, this result is consistent with the

histogram graphic image. In the statistical method (*Kolmogorov Smirnov*) research variables are said to be normally distributed if they meet the following criteria:

- 1) If $\text{Sig} \leq 0.05$ then the regression model does not meet normality.
- 2) If $\text{Sig} > 0.05$ then the regression model meets normality. The following are the results of the normality test using the Kolmogorov Smirnov method:

Table 4. Output of the Kolmogorov Smirnov Method Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		2.84723298
Most Extreme Differences	Absolute		.102
	Positive		.102
	Negative		-.042
Test Statistic			.102
Asymp. Sig. (2-tailed) ^c			.012
Monte Carlo Sig. (2-tailed) ^d	Say.		.011
	99% Confidence Interval	Lower Bound	.008
		Upper Bound	.013
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

In the One-Sample Kolmogorov-Smirnov Test table above, the Asymp. Sig. (2-tailed) value is $0.012 < 0.05$, so the regression model meets normality, this result is consistent with the histogram and P-Plot graphs.

Based on the overall test results, product quality and promotion were proven to be factors related to consumer purchasing decisions at Pojok Kopi. Partially, product quality had a positive and significant influence on purchasing decisions, as did promotion. Simultaneously, both variables were also shown to have a significant influence on purchasing decisions.

However, the R^2 value of 0.140 or 14.0% in the multiple regression model indicates that product quality and promotion together are only able to explain 14.0% of the variation in purchasing decisions, while the remaining 86.0% is explained by other factors not included in this study. Therefore, the low R^2 value does not mean that product quality and promotion are not important, but rather indicates that consumer purchasing decisions at Pojok Kopi are a phenomenon influenced by various factors.

Other factors that potentially explain purchasing decisions include: price, service quality, shop atmosphere, location, product variety, brand image, lifestyle, and consumer experience. Research on various coffee shops also shows that purchasing decisions can be influenced by a combination of these factors. For example, research on Kopi Kren Jakarta found that product quality, promotion, and price perception simultaneously influenced purchasing decisions (Yudo Negoro and Wasino 2023), while research on Kopi Kotak Margonda Depok demonstrated the role of product quality, price, and location in purchasing decisions (Kusmiati and Prawoto 2024).

Thus, the decline in Pojok Kopi customers cannot be explained solely by product quality and promotion. While both variables have been shown to be influential, their contribution to variations in purchasing decisions remains limited. This finding can serve as a basis for further research incorporating a broader range of variables to provide a more comprehensive picture of the factors influencing Pojok Kopi consumers' purchasing decisions in Depok.

IV. CONCLUSION

Based on the results of research and discussion regarding the influence of product quality and promotion on purchasing decisions at Pojok Kopi in Depok, it can be concluded that product quality has a positive and significant effect on purchasing decisions. This is indicated by the t-count value of 3.106 with a significance level of $0.002 < 0.05$. These findings indicate that the better the quality of the product offered and maintained by Pojok Kopi, the greater the tendency of consumers to make purchases. Promotion is also proven to have a positive and significant

effect on purchasing decisions, as indicated by the t-count value of 2.045 with a significance level of $0.044 < 0.05$. Thus, increasingly effective, informative, and attractive promotions can increase consumer purchasing decisions. Simultaneously, product quality and promotion have a significant effect on purchasing decisions at Pojok Kopi, as indicated by the F-count value of $3.881 > F\text{-table of } 2.460$ with a significance value of $0.012 < 0.05$. The coefficient of determination value of 0.140 indicates that product quality and promotion together are able to explain the variation in purchasing decisions by 14.0%, while the remaining 86.0% is explained by other factors outside this study. These results indicate that increasing purchasing decisions at Pojok Kopi requires not only attention to product quality and promotion, but also needs to consider other factors such as price, service quality, location, shop atmosphere, product variety, brand image, and consumer experience.

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