

The Influence of Product Quality, Social Media, Product Innovation, and Consumer Trust on Purchase Decision

Kharisma Mazaya Sari^{1)*}, Rinintha Parameswari²⁾

¹⁾²⁾Business Administration, Faculty of Business, Buddhi Dharma University
Imam Bonjol Street No. 41, Karawaci Ilir, Tangerang, Indonesia

¹⁾kharisma.mazayasari@gmail.com

²⁾rinitha.parameswari@ubd.ac.id

Article history:

Received 11 February 2026;
Revised 25 February 2026;
Accepted 3 March 2026;
Available online 1 April 2026

Keywords:

Product Quality
Social Media
Product Innovation
Consumer Trust
Purchase Decision

Abstract

The rapid growth of the coffee shop industry has intensified market competition, requiring a more comprehensive understanding of the determinants of consumers' purchase decisions. Although previous studies have examined product quality, social media marketing, product innovation, and consumer trust independently, limited empirical research has integrated these variables within a single analytical model to identify their relative influence and dominant effect in the context of lifestyle-based cafés. This study addresses this gap by simultaneously analyzing the effects of product quality, social media, product innovation, and consumer trust on purchase decisions at Cafe Dom Social Hub. A quantitative survey method was employed, involving 110 customers selected using the Hair et al. sampling formula. Data were collected through structured questionnaires and analyzed using SPSS, including validity and reliability testing, classical assumption tests, multiple linear regression analysis, coefficient of determination analysis, and hypothesis testing through t-tests and F-tests. The results indicate that product quality, social media, product innovation, and consumer trust each have a positive and significant effect on purchase decisions. Consumer trust demonstrates the most dominant influence among the predictors. Simultaneously, the four independent variables collectively explain a substantial proportion of variance in purchase decisions (Adjusted $R^2 = 0.569$), indicating that 56.9% of the variability in consumer purchase decisions is accounted for by the proposed model. The findings confirm that consumer purchasing behavior in competitive coffee shop markets is shaped by an integrated interaction of product excellence, digital engagement, innovation capability, and relational trust. This study provides theoretical contributions by offering an integrated empirical model and practical implications for managers in designing effective and sustainable marketing strategies.

* Corresponding author

I. INTRODUCTION

Over the past two decades, coffee consumption in Indonesia has grown rapidly alongside lifestyle transformations, shifting from a purely functional beverage to a symbol of social identity and experiential consumption. Coffee is now closely associated with quality, presentation uniqueness, and social interaction, particularly within coffee shop environments that emphasize atmosphere and customer experience. As one of the world's largest coffee producers, with renowned varieties from regions such as Sumatra, Java, Sulawesi, and Papua, Indonesia possesses a strong comparative advantage in the global coffee industry. This potential has encouraged the expansion of diverse coffee-based products and the rapid emergence of modern coffee shop concepts that integrate product differentiation, spatial design, and service innovation. Consequently, the coffee shop sector has become one of the most dynamic and competitive segments within Indonesia's food and beverage industry.

In the context of globalization and digitalization, coffee consumption trends cannot be separated from lifestyle changes among younger generations, particularly Millennials and Generation Z. For these groups, coffee shops function not only as places to enjoy coffee but also as social spaces that facilitate interaction, discussion, working, and studying. The concept of the "third place," introduced by Ray Oldenburg, is particularly relevant in explaining the role of coffee shops as social spaces outside the home and workplace (Oldenburg & Brissett, 1982). The presence of a comfortable atmosphere, internet access, and appealing interior design has made coffee shops an integral part of urban communities' daily routines, ultimately driving the sustainable growth of the café business.

The increasing coffee consumption in Indonesia is also supported by data indicating a consistent rise in domestic coffee consumption from year to year. This growth has made the domestic coffee market increasingly competitive and attractive to business actors, both local and international. In an environment of intensifying competition, coffee shops are required not only to offer high-quality products but also to implement effective and innovative marketing strategies. Differentiation through product quality, the strategic use of social media, and menu innovation has become a crucial factor in attracting and retaining consumers amid the wide range of available choices.

Product quality is one of the fundamental factors influencing consumers' purchase decisions in the coffee shop industry, as quality reflects a product's ability to meet or exceed consumer expectations. Conceptually, product quality is not understood merely as a physical characteristic, but rather as a comprehensive consumer perception of a product's superiority and value compared to alternative offerings (Wahjoedi et al., 2022). In the context of coffee shops, consumers tend to evaluate coffee quality based on taste, aroma, presentation, and consistency of service, all of which directly influence satisfaction levels and repurchase intentions. Consistency in quality becomes a crucial aspect, as repeated positive experiences shape perceptions of product reliability and foster long-term customer loyalty.

Product quality and social media marketing play complementary roles in shaping consumer perceptions and influencing purchase decisions in the coffee shop industry. Beyond delivering superior taste and presentation, coffee shops rely on social media as a strategic platform to enhance brand visibility, communicate value propositions, and build emotional connections with digitally active consumers. In addition, product innovation

through new menu variants, creative presentation, and appealing spatial concepts serves as a key driver of attractiveness and competitive differentiation. Consumer trust, built through consistent quality, transparent pricing, and satisfying service experiences, further strengthens long-term relationships and significantly affects purchasing behavior. This dynamic is evident in urban areas such as Tangerang, where emerging cafés like CAFE DOM SOCIAL HUB must strategically integrate quality, digital engagement, innovation, and trust to remain competitive.

Although prior studies have examined product quality, social media marketing, product innovation, and consumer trust, they are often analyzed separately or within limited frameworks. Empirical research integrating these determinants into a single multivariate model particularly in lifestyle-oriented coffee shop contexts remains limited. Moreover, the relational dimension of consumer trust has not been sufficiently explored as a potentially dominant predictor. Therefore, this study develops and tests an integrated model to evaluate the individual and simultaneous effects of these four variables, aiming to identify the most influential factor in shaping consumer purchase decisions and to provide both theoretical and practical contributions to coffee shop marketing strategy development.

II. RELATED WORKS / LITERATURE REVIEW

Management constitutes the fundamental foundation for conducting organizational activities in a directed and systematic manner. In general, management is understood as a process encompassing the functions of planning, organizing, staffing, directing, and controlling in order to achieve organizational objectives effectively and efficiently. This concept emphasizes that the attainment of organizational goals depends not only on the availability of resources but also on managerial competence in coordinating human resources, assets, and work processes in an integrated manner. In this context, management plays a strategic role as a control mechanism that ensures all organizational activities are aligned with the predetermined objectives (Agus Siswadi, 2020).

Furthermore, management is also viewed as the process of working with and through others to achieve organizational objectives, thereby emphasizing the importance of collaboration, leadership, and individual involvement in every organizational activity. Dami et al. (2024) this perspective underscores that management is not solely oriented toward final outcomes, but also toward how the process of achieving those objectives is carried out effectively through interrelated managerial functions. This perspective is reinforced by Novely (2024), who states that management constitutes a comprehensive process requiring careful planning, an effective organizational structure, leadership capable of motivating individuals, and consistent supervision to enable organizations to enhance performance, create efficiency, and respond to increasingly complex and competitive environmental dynamics.

The study conducted by Sithiyuki (2024) examined the influence of product quality and customer trust on purchase decisions, with customer satisfaction serving as an intervening variable at PT Surya Gemilang Motor Surabaya. The results indicate that product quality, customer trust, customer satisfaction, and purchase decisions are generally categorized as good. Empirical findings reveal that product quality does not have a significant effect on customer satisfaction, but it exerts a significant direct effect on purchase decisions. In contrast, customer trust is proven to have a significant effect on both customer satisfaction

and purchase decisions. Furthermore, customer satisfaction also demonstrates a significant influence on purchase decisions. In the analysis of indirect effects, product quality is not found to have a significant effect on purchase decisions through customer satisfaction, whereas customer trust shows a positive and significant effect on purchase decisions through customer satisfaction as a mediating variable.

The study conducted by Khurniati et al. (2024) analyzed the influence of product quality, promotion, and consumer trust on purchase decisions in the Bukalapak marketplace in Semendawai Timur District. The findings indicate that these three variables simultaneously have a significant effect on consumers' purchase decisions. Partially, product quality is proven to have a significant influence on purchase decisions, demonstrating that consumers' perceptions of product quality constitute an important factor in driving transaction decisions. Furthermore, promotion and consumer trust are also found to have significant effects on purchase decisions, suggesting that the effectiveness of marketing communication and the level of consumer confidence in the platform and sellers play a crucial role in shaping purchasing behavior within the digital marketplace environment.

The study conducted by Salsabila et al. (2025) examined the influence of Instagram social media, brand image, and product innovation on the purchase decisions of Doux Cookies consumers at Blok M Plaza, South Jakarta. The findings indicate that Instagram social media has a significant effect on purchase decisions, suggesting that promotional activities, visual presentation, and interactions conducted through the platform positively influence consumer purchasing behavior. In addition, brand image is also proven to have a significant impact on purchase decisions, demonstrating that positive brand perceptions can enhance consumer trust and interest in the product. Furthermore, the results reveal that product innovation significantly affects purchase decisions, where the company's ability to introduce new flavor variations, attractive packaging designs, and products aligned with consumer trends becomes a crucial factor in driving purchasing decisions.

Based on the review of previous studies, it can be concluded that product quality, social media, product innovation, and consumer trust are important factors that consistently influence consumers' purchase decisions across various industrial contexts. However, most prior research has focused primarily on the automotive sector, digital marketplaces, and specific food products, and has tended to examine these variables either partially or within different object contexts. Moreover, the integration of product quality, social media marketing, product innovation, and consumer trust within a single research model applied to the coffee shop industry remains relatively limited. Therefore, this study seeks to address this research gap by simultaneously analyzing the influence of these four variables on purchase decisions at CAFE DOM SOCIAL HUB. It is expected that the findings will provide a more comprehensive empirical contribution to the development of consumer behavior theory, while also serving as a basis for formulating relevant marketing strategies for coffee shop businesses amid increasingly competitive industry conditions.

Accordingly, the research hypotheses are formulated based on theoretical foundations and empirical findings from previous studies that demonstrate the relationships between product quality, social media, product innovation, consumer trust, and purchase decisions. H₁ posits that product quality has a significant effect on consumers' purchase decisions, as high product quality is expected to enhance positive perceptions and encourage consumers to make purchases. H₂ proposes that social media has a significant influence on consumers' purchase decisions, since promotional activities, interactions, and information

dissemination through social media can shape consumer perceptions and purchase intentions. H₃ suggests that product innovation significantly affects consumers' purchase decisions, indicating that a company's ability to offer creative, diverse, and trend-aligned products can increase attractiveness and stimulate purchasing decisions. H₄ hypothesizes that consumer trust has a significant effect on purchase decisions, considering that a high level of trust in the brand and services encourages repeated purchasing behavior. Furthermore, H₅ posits that product quality, social media, product innovation, and consumer trust simultaneously have a significant effect on purchase decisions, implying that the combined influence of these four variables plays a crucial role in shaping consumer purchasing behavior.

III. METHODS

In this study, the author employs a quantitative research approach as the methodological foundation for analyzing the relationships among the research variables. According to Jauza & Albina (2025), quantitative research is grounded in the philosophy of positivism, which views social phenomena as measurable, observable, and objectively explainable through numerical data. This approach emphasizes the collection of structured data using research instruments such as questionnaires or observation sheets, which are subsequently analyzed using statistical techniques to test previously formulated hypotheses. In the context of this study, the quantitative approach is applied to systematically measure the influence of product quality, social media, product innovation, and consumer trust as independent variables on purchase decisions as the dependent variable. Accordingly, the research findings are expected to be objective, measurable, and possess an adequate level of generalizability.

The object of this study is Cafe Dom Social Hub, located in Tangerang City, which began operating on April 14, 2023. Dom Social Hub adopts a distinctive concept featuring a futuristic dome-shaped architectural design, differentiating it from other coffee shops that generally embrace an industrial theme. In addition to serving as a place to enjoy coffee and food, Dom Social Hub positions itself as a social space that fosters collaboration with various communities and organizations to organize positive activities aligned with the company's vision and mission. The café offers a variety of coffee and non-coffee beverages, with signature products such as Dom's Original for coffee, and Tropical Punch and Bang Nana Yoghurt Frappe for non-coffee drinks, supported by an aesthetically pleasing atmosphere and convenient accessibility. As a relatively new business seeking to build brand awareness, Dom Social Hub actively utilizes social media as a marketing communication channel, a platform for consumer interaction, and a tool for brand image formation. These characteristics make the café a relevant research object for examining consumer behavior and purchase decisions.

Data constitute a crucial component of research, as they enable researchers to obtain empirical insights and draw conclusions regarding the phenomena under investigation. According to Juniarti et al. (2022), research data are generally classified into two types: qualitative data and quantitative data. Qualitative data are not expressed in numerical form; rather, they consist of words, narratives, symbols, or descriptions used to provide an in-depth portrayal of phenomena, events, behaviors, or the perspectives of research

subjects. In contrast, quantitative data are expressed in numerical form and can be systematically measured, thereby allowing statistical analysis to test relationships, effects, or differences among variables. The data sources employed in this study comprise primary and secondary data. Primary data represent the main data obtained directly by the researcher from first-hand sources to address the research problem, whereas secondary data serve as supporting information acquired indirectly from documents, reports, or previously published materials to strengthen the theoretical foundation and support the analysis of primary data (Juniarti et al., 2022).

According to Amin et al. (2023), a population refers to the entire set of elements or units of analysis that constitute the target of a study and possess specific characteristics relevant to the research objectives. This definition encompasses not only individuals or objects in a quantitative sense but also all attributes, properties, and characteristics inherent in those elements that are subject to scientific analysis. Based on this definition, the population in this study comprises all customers who make purchases at Cafe Dom Social Hub. Given limitations in time, cost, and access, this study employs a sample as a subset of the population selected systematically to represent the overall characteristics of the population. As explained by Mushofa et al. (2024), a sample serves as a representation of the population and constitutes the primary source of empirical data in quantitative research. Since the exact number of customers at Cafe Dom Social Hub is not precisely known, data collection was conducted through the direct distribution of questionnaires to respondents who met the research criteria. Therefore, the sample size in this study was determined using the approach proposed by Hair et al. (2010), which recommends a sample size of five to ten times the number of questionnaire indicators, in order to ensure adequate sample sufficiency for statistical analysis and valid hypothesis testing.

Data collection methods constitute a critical stage in research, as they determine the quality and validity of the findings obtained. According to Kindangen & Palandeng (2024), data collection techniques are systematic procedures employed by researchers to obtain information from respondents or other data sources in a planned manner and in accordance with scientific accountability. In this study, the data collection method utilized is a questionnaire. As defined by Maulana et al. (2025), a questionnaire is a research instrument consisting of a series of written statements designed to collect data regarding respondents' attitudes, opinions, and behaviors in quantitative research. The questionnaire used in this study is closed-ended and was distributed through Google Forms using a Likert measurement scale as presented in Table 1. It encompasses the variables of product quality, social media, product innovation, consumer trust, and purchase decision, thereby facilitating the processes of measurement and data tabulation.

This study employed a quantitative survey design to examine the effects of product quality, social media, product innovation, and consumer trust on purchase decisions at Cafe Dom Social Hub. The population comprised customers who had made purchases at the café, and the sampling technique applied was non-probability sampling using a purposive sampling approach. Respondents were selected based on specific criteria, namely having purchased at least once at Cafe Dom Social Hub, being at least 17 years old, and having been exposed to the café's social media content, ensuring that participants possessed relevant consumption experience and contextual understanding. The minimum sample size was determined using the Hair et al. rule of thumb (5–10 respondents per indicator) for multivariate analysis, resulting in 110 valid respondents. Data were collected through

structured questionnaires measured on a five-point Likert scale and analyzed using SPSS, including validity and reliability testing, classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, coefficient of determination (R^2), and hypothesis testing using t-tests for partial effects and F-tests for simultaneous effects.

Table 1 Likert Scale Statements

Statement	Symbol	Score
Strongly Disagree	STS	1
Disagree	TS	2
Neutral	N	3
Agree	S	4
Strongly Agree	SS	5

Note: Likert scale scores range from 1 to 5.

Table 2 Operationalization of Research Variables

No.	Research Variable	Variable Definition	Indicators	Item Numbers
1	Product Quality	Product quality refers to a product's ability to meet or exceed consumer expectations and needs through its performance, durability, reliability, features, design, and conformity with established standards.	Performance	1,2
			Conformance	3,4
			Reliability	5,6
			Durability	7
			Aesthetics	8
			Perceived Quality	9,10
Source: (Khusuma & Utomo, 2021)				
2	Social Media	Social media refers to an online-based communication tool that enables users to participate, share, create, and expand informational content such as text, images, videos, and audio interactively through internet networks.	Content Quality	1,2
			Interactivity	3,4
			Informativeness	5,6
			Credibility	7,8
			Entertainment	9,10
Source: (Norikun & Sudarsono, 2025)				
3	Product Innovation	Innovation Product innovation is the process of renewing, developing, or creating new products in a creative and systematic manner to enhance value, quality, functionality, and competitiveness in order to meet evolving consumer needs and preferences.	Line Extensions	1,2,3,4
			Me-too Product	5,6,7
			New-to-the-World Product	8,9,10
Source: (Rukaiyah et al., 2024)				
4	Consumer Trust	Consumer trust refers to consumers' positive belief in a company, brand, or product that is perceived as reliable, transparent, and capable of consistently fulfilling promises and expectations.	Ability	1,2,3
			Benevolence	4,5,6
			Integrity	7,8,9,10
Source: (Wadiyastuti et al., 2024)				

5	Purchase Decision	Purchase decision refers to the process by which consumers consider, evaluate, and select products or services from various alternatives to fulfill their needs and desires.	Need Recognition	1,2
			Information Search	3,4
			Evaluation of Alternatives	5,6
			Purchase Decision	7,8
			Post-Purchase Behavior	9,10
Sumber: (Hariani, 2022)				

Note: Item numbers refer to the sequence of questionnaire items based on the indicators within each variable.

Based on Table 2, Operational Definition of Variables, it can be explained that each variable in this study has been conceptually defined and operationalized into measurable indicators to facilitate the processes of data collection and analysis. The product quality variable is measured through six main indicators performance, conformance, reliability, durability, aesthetics, and perceived quality which reflect the product's ability to meet consumer expectations. The social media variable is operationalized through the indicators of content quality, interactivity, informativeness, credibility, and entertainment, representing the effectiveness of social media as a marketing communication tool. Furthermore, the product innovation variable is measured using the indicators of line extensions, me-too product, and new-to-the-world product as representations of the level of product renewal and creativity. The consumer trust variable is assessed through the indicators of ability, benevolence, and integrity, which reflect consumers' confidence in the brand. Meanwhile, the purchase decision variable is measured through the stages of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. All of these indicators are subsequently translated into questionnaire statements using a Likert scale to enable quantitative measurement and statistical analysis in accordance with the research objectives.

Data analysis in this study begins with descriptive analysis aimed at presenting the characteristics of the data objectively, systematically, and factually without testing causal relationships. According to Rifaldy et al., (2025), descriptive analysis focuses on portraying the data as they are, enabling clear identification of patterns, distributions, tendencies, and variations. The statistical measures employed include central tendency measures, dispersion measures, frequency distributions, as well as data presentation in the form of tables and graphs. Subsequently, the quality of the research instrument is assessed through validity and reliability tests. The validity test is conducted to ensure that the instrument accurately measures the research constructs in accordance with the underlying theoretical framework (Subhaktiyasa, 2024). Meanwhile, the reliability test aims to evaluate the consistency and dependability of the measurement instrument. An instrument is considered reliable when the Cronbach's Alpha value exceeds 0.60, indicating that the questionnaire produces stable and trustworthy data (Subhaktiyasa, 2024).

The next stage of analysis involves conducting classical assumption tests prior to linear regression analysis to ensure that the model satisfies statistical requirements and produces optimal estimators (Best Linear Unbiased Estimators/BLUE), as explained by Sabrina et al., (2023). The classical assumption tests include the normality test of residuals, the

multicollinearity test with criteria of tolerance values > 0.1 and Variance Inflation Factor (VIF) < 10 , and the heteroskedasticity test through scatterplot analysis or significance testing. Once the assumptions are met, regression analysis is employed to examine the relationships among variables, using both simple linear regression and multiple linear regression with the equation $Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$. Subsequently, the coefficient of determination (R^2) is used to measure the ability of the independent variables to explain variations in the dependent variable. Hypothesis testing is conducted through the t-test to determine partial effects and the F-test to determine simultaneous effects, with a significance level of 0.05. Through this series of analyses, the study is expected to produce empirical findings that are valid, reliable, and scientifically accountable.

IV. RESULTS AND DISCUSSION

The descriptive analysis of the research variables is presented to provide a general overview of respondents' tendencies in answering each indicator used in this study. The descriptive analysis was conducted based on the results of questionnaire data collected from 110 respondents and processed using SPSS version 25.0. This descriptive presentation aims to illustrate respondents' perceptions of the variables of product quality, social media, product innovation, consumer trust, and purchase decision, thereby identifying dominant response patterns and the overall tendency of respondents' attitudes toward each variable prior to conducting further inferential analysis.

Table 3 Descriptive Statistics of Research Variables

Variable	Code	Dominant Response	Percentage (%)
Product Quality (X1)	X1.1	Agree	65,5
	X1.2	Agree	51,8
	X1.3	Agree	56,4
	X1.4	Agree	56,4
	X1.5	Agree	48,2
	X1.6	Agree	66,4
	X1.7	Agree	51,8
	X1.8	Agree	58,2
	X1.9	Agree	53,6
	X1.10	Agree	57,3
Social Media (X2)	X2.1	Agree	65,5
	X2.2	Agree	60,9
	X2.3	Agree	56,4
	X2.4	Agree	49,1
	X2.5	Agree	40,0
	X2.6	Agree	40,0
	X2.7	Agree	40,9
	X2.8	Agree	36,4
	X2.9	Agree	32,7
	X2.10	Agree	33,6
Product Innovation (X3)	X3.1	Agree	41,8
	X3.2	Agree	35,5
	X3.3	Agree	41,8
	X3.4	Strongly Agree	36,4
	X3.5	Agree	39,1

	X3.6	Agree	40,0
	X3.7	Agree	37,3
	X3.8	Agree	37,3
	X3.9	Agree	31,8
	X3.10	Agree	42,7
Consumer Trust (X4)	X4.1	Agree	48,2
	X4.2	Agree	50,0
	X4.3	Agree	44,5
	X4.4	Agree	52,7
	X4.5	Agree	49,1
	X4.6	Agree	40,0
	X4.7	Agree	44,5
	X4.8	Agree	51,8
	X4.9	Agree	57,3
	X4.10	Agree	51,8
Purchase Decision (Y)	Y.1	Agree	45,5
	Y.2	Agree	43,6
	Y.3	Agree	37,3
	Y.4	Agree	50,9
	Y.5	Strongly Agree	35,5
	Y.6	Agree	30,9
	Y.7	Agree	40,9
	Y.8	Agree	46,4
	Y.9	Agree	39,1
	Y.10	Agree	26,4

Note: Code refers to the indicator number for each variable.

Based on Table 3, Descriptive Statistics of Research Variables, it can be observed that, in general, respondents provided predominantly positive evaluations of all variables examined in this study, as reflected by the dominance of “Agree” and “Strongly Agree” responses across nearly all indicators. For the product quality variable, the majority of respondents perceived that the food and beverages served by Cafe Dom Social Hub fulfilled their intended functions, met established quality standards, maintained taste consistency, and featured appealing presentation that was commensurate with the price paid, thereby indicating a favorable perception of product quality. The social media variable also received positive assessments, particularly in terms of content quality, product visualization, and the platform’s ability to attract consumer interest. However, several indicators still exhibited neutral responses and relatively higher levels of disagreement compared to other variables, suggesting the presence of opportunities for improvement in the café’s social media management strategy.

Furthermore, the product innovation variable demonstrates a generally positive evaluation from respondents, particularly regarding menu variety, product presentation, and the ability of innovation to stimulate purchase interest. Nevertheless, a proportion of respondents expressed neutral or disagreeing views on several indicators, suggesting that the product innovations implemented have not been fully perceived as optimal by all consumers. For the consumer trust variable, the descriptive results indicate a relatively high level of trust, as reflected in positive evaluations of the café’s ability to maintain quality, provide friendly service, act honestly, and fulfill promises to customers. Meanwhile, the purchase decision variable also exhibits a positive tendency, with the majority of

respondents expressing confidence in their purchase decisions, satisfaction after purchase, and an inclination to repurchase. Overall, these descriptive findings provide preliminary evidence that product quality, social media, product innovation, and consumer trust potentially play significant roles in shaping purchase decisions, thereby warranting further examination through inferential analysis in the subsequent stage of the study.

The validity test was conducted to determine the extent to which the research instrument accurately measures the research variables in accordance with the predetermined constructs. In this study, validity testing was performed using the Pearson Product Moment correlation technique by comparing the calculated correlation coefficient (r-count) of each statement item with the r-table value at a significance level of 0.05. An instrument is considered valid when the r-count value exceeds the r-table value. The results of the validity test for all questionnaire items across the variables of product quality, social media, product innovation, consumer trust, and purchase decision are summarized in the following table.

Table 4 Validity Test Results

Variable	Questionnaire Item	r-count	r-table	Description
Product Quality (X1)	X1.1	0.625	0.187	Valid
	X1.2	0.618	0.187	Valid
	X1.3	0.622	0.187	Valid
	X1.4	0.389	0.187	Valid
	X1.5	0.663	0.187	Valid
	X1.6	0.712	0.187	Valid
	X1.7	0.659	0.187	Valid
	X1.8	0.302	0.187	Valid
	X1.9	0.656	0.187	Valid
	X1.10	0.668	0.187	Valid
Social Media (X2)	X2.1	0.429	0.187	Valid
	X2.2	0.465	0.187	Valid
	X2.3	0.449	0.187	Valid
	X2.4	0.568	0.187	Valid
	X2.5	0.663	0.187	Valid
	X2.6	0.585	0.187	Valid
	X2.7	0.456	0.187	Valid
	X2.8	0.663	0.187	Valid
	X2.9	0.536	0.187	Valid
	X2.10	0.464	0.187	Valid
Product Innovation (X3)	X3.1	0.641	0.187	Valid
	X3.2	0.613	0.187	Valid
	X3.3	0.545	0.187	Valid
	X3.4	0.590	0.187	Valid
	X3.5	0.396	0.187	Valid
	X3.6	0.679	0.187	Valid
	X3.7	0.537	0.187	Valid
	X3.8	0.665	0.187	Valid
	X3.9	0.678	0.187	Valid
	X3.10	0.376	0.187	Valid
Consumer Trust (X4)	X4.1	0.548	0.187	Valid
	X4.2	0.673	0.187	Valid
	X4.3	0.581	0.187	Valid

	X4.4	0.621	0.187	Valid
	X4.5	0.651	0.187	Valid
	X4.6	0.494	0.187	Valid
	X4.7	0.348	0.187	Valid
	X4.8	0.530	0.187	Valid
	X4.9	0.730	0.187	Valid
	X4.10	0.612	0.187	Valid
Purchase Decision (Y)	Y.1	0.731	0.187	Valid
	Y.2	0.598	0.187	Valid
	Y.3	0.640	0.187	Valid
	Y.4	0.543	0.187	Valid
	Y.5	0.604	0.187	Valid
	Y.6	0.736	0.187	Valid
	Y.7	0.557	0.187	Valid
	Y.8	0.673	0.187	Valid
	Y.9	0.662	0.187	Valid
	Y.10	0.485	0.187	Valid

Note: The description column indicates the validity status of each indicator for every variable.

Based on the validity test results presented in the table, it can be observed that all questionnaire items for the variables of product quality, social media, product innovation, consumer trust, and purchase decision have r-count values greater than the r-table value of 0.187. This indicates that each questionnaire item is capable of accurately measuring the intended variable construct and is consistent with the research objectives. Therefore, all statement items in the research instrument are declared valid and appropriate for use as data collection tools in the subsequent stages of analysis, including reliability testing, classical assumption testing, and regression analysis for hypothesis testing.

Table 5 Reliability Test Results of the Research Instrument

Variable	Cronbach's Alpha	Number of Items
Product Quality (X1)	0.795	10
Social Media (X2)	0.703	10
Product Innovation (X3)	0.774	10
Consumer Trust (X4)	0.777	10
Purchase Decision (Y)	0.820	10

Note: SPSS output results.

Based on the reliability test results presented in Table 5, it can be observed that all research variables have Cronbach's Alpha values greater than 0.60. The product quality variable obtained a Cronbach's Alpha value of 0.795, social media 0.703, product innovation 0.774, consumer trust 0.777, and purchase decision 0.820. These values indicate that the research instrument demonstrates good internal consistency, meaning that each questionnaire item is able to measure the variables in a stable and reliable manner. Therefore, all research instruments are considered reliable and suitable for use in the subsequent stages of analysis, including classical assumption testing and regression analysis for hypothesis testing.

Table 6 Multicollinearity Test Results

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF

	TOTAL X1	0.723	1.384
	TOTAL X2	0.536	1.865
	TOTAL X3	0.564	1.774
	TOTAL X4	0.671	1.490
a. Dependent Variable: TOTAL Y			

Note: SPSS output results.

Based on Table 6, the results of the multicollinearity test indicate that the Tolerance values for all independent variables X1 (product quality) at 0.723, X2 (social media) at 0.536, X3 (product innovation) at 0.564, and X4 (consumer trust) at 0.671 are greater than 0.1. Additionally, the Variance Inflation Factor (VIF) values for X1 (1.384), X2 (1.865), X3 (1.774), and X4 (1.490) are all less than 10. Therefore, it can be concluded that the regression model is free from multicollinearity problems.

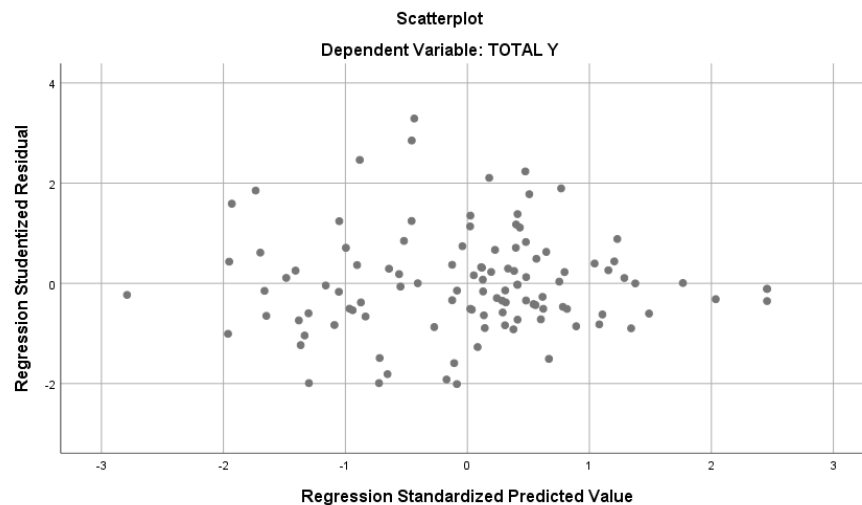


Figure 1 Scatterplot Graph of the Multicollinearity Test

Source: SPSS output results.

Based on Figure 1, it can be observed that the plotted points are dispersed both above and below the zero (0) value and do not form any specific pattern. Therefore, it can be concluded that the data are free from heteroskedasticity problems.

Table 7 Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	10.410	3.954		4.113	0.000
	TOTAL X1	0.777	0.108	0.271	3.659	0.000
	TOTAL X2	0.368	0.08	0.378	3.942	0.015
	TOTAL X3	0.311	0.072	0.218	3.044	0.003
	TOTAL X4	0.861	0.091	0.647	8.421	0.000
a. Dependent Variable: TOTAL Y						

Note: SPSS output results.

Based on Table 7, the regression equation obtained in this study is $Y = 10.410 + 0.777X_1 + 0.368X_2 + 0.311X_3 + 0.861X_4$. The constant value of 10.410 with a significance level of 0.000 (< 0.05) indicates that if the variables of product quality (X_1), social media (X_2), product innovation (X_3), and consumer trust (X_4) are equal to zero, the purchase decision (Y) value would be 10.410. The regression coefficient for product quality (X_1) of 0.777 suggests that each one-unit increase in product quality will increase purchase decisions by 0.777, assuming other variables remain constant. Furthermore, the regression coefficient for social media (X_2) of 0.368 indicates that a one-unit increase in social media activities will increase purchase decisions by 0.368, *ceteris paribus*. The regression coefficient for product innovation (X_3) of 0.311 implies that each one-unit increase in product innovation will increase purchase decisions by 0.311, holding other variables constant. Meanwhile, the regression coefficient for consumer trust (X_4) of 0.861 is the largest among the independent variables, indicating that consumer trust has the most dominant influence on purchase decisions. Specifically, each one-unit increase in consumer trust will increase purchase decisions by 0.861, assuming other variables remain constant.

Table 8 Coefficient of Determination Test Results

Independent Variable	R	R Square	Adjusted R Square	Std. Error of the Estimate	Contribution
Product Quality (X_1)	0.532	0.283	0.277	5.623	28,3%
Social Media (X_2)	0.304	0.093	0.084	6.327	9,3%
Product Innovation (X_3)	0.330	0.109	0.101	6.270	10,9%
Consumer Trust (X_4)	0.727	0.529	0.524	4.56	52,9%
Simultaneous (X_1, X_2, X_3, X_4)	0.764	0.584	0.569	4.343	58,4%

Note: SPSS output results.

Based on Table 8, it can be observed that each independent variable contributes differently to explaining the variation in purchase decisions. The product quality variable (X_1) has an R Square value of 0.283, indicating that product quality explains 28.3% of the variance in purchase decisions, while the remaining 71.7% is influenced by other factors outside the research model. The social media variable (X_2) has an R Square value of 0.093, meaning that its contribution to purchase decisions is 9.3%, with the remaining 90.7% explained by other variables not examined in this study. Furthermore, the product innovation variable (X_3) shows an R Square value of 0.109, suggesting that product innovation contributes 10.9% to purchase decisions, while 89.1% is influenced by other factors. The consumer trust variable (X_4) has the highest R Square value at 0.529, indicating that consumer trust explains 52.9% of the variance in purchase decisions, with the remaining 47.1% attributable to other factors beyond the scope of this research. Simultaneously, the combined variables of product quality, social media, product innovation, and consumer trust yield an R Square value of 0.584, demonstrating that these four variables collectively explain 58.4% of the variation in purchase decisions, while the remaining 41.6% is influenced by other variables not included in the research model.

Table 9 Hypothesis Testing Results (t-Test and F-Test)

No	Type of Test	Variable	Coefficient (B)	t-value / F-value	Sig.	Hypothesis Decision
1	t-Test (Partial)	Product Quality (X_1) → Purchase Decision (Y)	0,777	6,533	0,000	H01 rejected, Ha1 accepted

2	t-Test (Partial)	Social Media (X2) → Purchase Decision (Y)	0,368	3,321	0,001	H02 rejected, Ha2 accepted
3	t-Test (Partial)	Product Innovation (X3) → Purchase Decision (Y)	0,311	3,636	0,000	H03 rejected, Ha3 accepted
4	t-Test (Partial)	Consumer Trust (X4) → Purchase Decision (Y)	0,861	11,005	0,000	H04 rejected, Ha4 accepted
5	F-Test (Simultaneous)	X1, X2, X3, X4 → Purchase Decision (Y)	-	36,910	0,000	H5 accepted

Note: SPSS output results.

Based on Table 9, which presents a summary of the hypothesis testing results using the t-test (partial) and F-test (simultaneous), it can be concluded that all independent variables in this study have a significant effect on purchase decisions. The results of the t-test indicate that product quality (X1) has a significance value of 0.000 (< 0.05) with a positive regression coefficient, demonstrating that product quality has a positive and significant influence on purchase decisions. The social media variable (X2) also shows a positive and significant effect on purchase decisions, with a significance value of 0.001 (< 0.05). Furthermore, product innovation (X3) is proven to have a positive and significant influence on purchase decisions, with a significance value of 0.000 (< 0.05). The consumer trust variable (X4) exhibits the strongest partial effect, reflected in the highest regression coefficient and t-value, along with a significance level of 0.000 (< 0.05), indicating that consumer trust is the most dominant factor influencing purchase decisions. In addition, the F-test results show an F-value of 36.910 with a significance level of 0.000 (< 0.05), meaning that product quality, social media, product innovation, and consumer trust simultaneously have a significant effect on purchase decisions. Therefore, all research hypotheses, both partially and simultaneously, are accepted, and the regression model used in this study is considered appropriate for explaining the relationships among the variables.

Based on the results of the partial hypothesis test, product quality is proven to have a positive and significant effect on purchase decisions at Cafe Dom Social Hub, as indicated by a significance value of $0.000 < 0.05$. This finding is consistent with the study conducted by Khurniati et al. (2024), entitled "The Influence of Product Quality, Promotion, and Consumer Trust on Purchase Decisions in the Bukalapak Marketplace in Semendawai Timur District," which states that product quality has a positive and significant effect on purchase decisions. Product quality is an important factor because consumers tend to consider aspects such as taste, presentation, and the suitability of the product to their needs and lifestyle before making a purchase. If product quality does not meet consumer expectations, purchase decisions are likely to decline. Conversely, good and consistent product quality will encourage an increase in purchase decisions.

The research findings also indicate that social media and product innovation each have a positive and significant effect on purchase decisions, as evidenced by significance values of $0.000 < 0.05$. The influence of social media on purchase decisions is supported by previous research conducted by Ratnaningsih & Nurlinda (2024) in a study entitled "The Influence of Product Quality and Social Media Marketing on Purchase Decisions through Brand Trust at J.Co Donuts & Coffee in the Greater Jakarta Area," which found that social media has a positive and significant effect on purchase intention. Meanwhile, product innovation is also proven to play a crucial role in encouraging purchase decisions, as supported by the study conducted by Salsabila et al. (2025) entitled "The Influence of Instagram Social Media,

Brand Image, and Product Innovation on Purchase Decisions (A Study of Doux Cookies Consumers at Blok M Plaza, South Jakarta).” Continuous product innovation whether in terms of menu variation, product presentation, or service concept is capable of creating attractiveness and delivering new experiences for consumers, thereby increasing their propensity to make purchases.

Furthermore, consumer trust is proven to have a positive and significant effect on purchase decisions, with a significance value of $0.000 < 0.05$. This indicates that the higher the level of consumer trust, the greater the likelihood that consumers will make a purchase. This finding is consistent with the study conducted by Khurniati et al. (2024), which concluded that consumer trust has a positive and significant influence on purchase decisions. In addition, based on the results of the F-test, product quality, social media, product innovation, and consumer trust simultaneously have a significant effect on purchase decisions at Cafe Dom Social Hub, with a significance value of $0.000 < 0.05$. This demonstrates that consumer purchase decisions are not driven by a single factor; rather, they result from the interaction of multiple supporting factors that collectively shape consumer perceptions and behavior.

V. CONCLUSIONS

Based on the findings presented in Chapter IV, it can be concluded that product quality, social media, product innovation, and consumer trust each have a positive and significant effect on purchase decisions at Cafe Dom Social Hub, both partially and simultaneously. Product quality, social media engagement, and continuous innovation enhance consumer interest, while consumer trust emerges as the most dominant factor in strengthening purchase decisions.

Theoretically, these results reinforce consumer behavior frameworks that emphasize the integrated role of product attributes, marketing communication, innovation, and trust in shaping purchasing decisions. Managerially, the findings suggest that Cafe Dom Social Hub should adopt a comprehensive strategy by consistently maintaining product quality, optimizing social media utilization, sustaining product innovation, and strengthening consumer trust to improve purchase decisions and enhance competitive advantage.

From a methodological perspective, this study implies that a quantitative approach employing questionnaires and statistical analyses such as descriptive analysis, validity and reliability testing, classical assumption testing, partial and simultaneous hypothesis testing, and coefficient of determination analysis has proven effective in addressing the research problem. These methods enable researchers to measure relationships and influences among variables objectively and systematically. Therefore, the methodological approach applied in this study may serve as a reference for future research examining similar topics, whether in the context of the coffee shop industry or in other business sectors related to consumer purchase decisions.

REFERENCES

- Agus Siswadi, G. (2020). *Konsep Dasar Manajemen dalam Organisasi* (pp. 25–38).
- Amin, N. F., Garancang, S., & Abunawas, K. (2023). Konsep Umum Populasi dan Sampel dalam Penelitian. *Buku Ajar Statistika Dasar*, 14(1), 15–31. <https://doi.org/10.21070/2017/978-979-3401-73-7>
- Dami, F. J., Lao, H. A. E., & Syahputra, A. W. (2024). Strategi Efektif Dalam Manajemen Gereja Untuk Membangun Penatalayanan Yang Berdaya Dan Berdampak Bagi Pemuda Kristen. *Jurnal Magistra*, 2(2), 222–240. <https://doi.org/10.62200/magistra.v2i2.130>
- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate Data Analysis: A Global Perspective*. Pearson Education.
- Hariani, M. (2022). Faktor-Faktor Keputusan Pembelian Secara Online. *Jurnal Industri Kreatif Dan Kewirausahaan*, 5(2), 154–167. <https://doi.org/10.36441/kewirausahaan.v5i2.1465>
- Jauza, N. A., & Albina, M. (2025). Model dan Pendekatan Penelitian Kuantitatif: Kajian Filosofis, Metodologis, dan Aplikatif. *QOUBA: Jurnal Pendidikan*, 2(1), 104–111. <https://doi.org/10.61104/qb.v2i1.280>
- Juniarti, A. Z., Rahmatia, & Fitrianti, R. (2022). Analisis Faktor – Faktor yang Mempengaruhi Pendapatan Usaha Kecil Menengah di Daerah Mamminasata Provinsi Sulawesi Selatan. *Jurnal Kewarganegaraan*, 6(4), 7352–7363. <https://doi.org/10.31316/jk.v6i4.4595>
- Khurniati, I., Mahrom, Y., & Afrilliana, N. (2024). Pengaruh Kualitas Produk, Promosi Dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Produk Pada Marketplace Bukalapak Di Kecamatan Semendawai Timur. *Jurnal Kajian Ekonomi Dan Manajemen Indonesia (JKEMI)*, 2(2), 57–68. <https://doi.org/10.61079/jkemi.v2i2.48>
- Khusuma, D. T., & Utomo, H. (2021). Pengaruh Dimensi Kualitas Produk Terhadap Kepuasan Konsumen Venice Pure Aesthetic Clinic Salatiga. *Among Makarti*, 13(2), 78–88. <https://doi.org/10.52353/ama.v13i2.199>
- Kindangen, L. E., & Palandeng, I. D. (2024). Grup Jual Beli Silian Raya Analysis of Marketing Strategy Implementation on Sales at Silian Raya Buy. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 12(3), 1414–1424.
- Maulana, C. I., Sianaga, K., & Saragi, S. (2025). PENGARUH MOTIVASI KEPEMIMPINAN TERHADAP KUALITAS KINERJA KARYAWAN PT. CHAROEN POKPHAND INDONESIA Tbk. KIM II MEDAN. *PUBLIK REFORM*, 11(2), 123–144. <https://doi.org/10.46576/jpr.v11i2.6321>
- Mushofa, M., Hermina, D., & Huda, N. (2024). Memahami Populasi dan Sampel: Pilar Utama dalam Penelitian Kuantitatif. *Jurnal Syntax Admiration*, 5(12), 5937–5948. <https://doi.org/10.46799/jsa.v5i12.1992>
- Norikun, B., & Sudarsono, S. (2025). Dampak Gerakan Boikot Produk Negara Pro-Israel Terhadap Keputusan Pembelian Produk Rumah Tangga Selama Perang Isrel – Palestina (Studi Kasus di Kabupaten Kudus). *BISNIS: Jurnal Bisnis Dan Manajemen Islam*, 12(2), 177. <https://doi.org/10.21043/bisnis.v12i2.29526>
- Novely, C. T. (2024). Pengaruh Kualitas Pelayanan, Promosi, dan Kualitas Produk Terhadap Keputusan Pembelian pada Shopee Live di Kota Tangerang. *EMaBI: Ekonomi Dan Manajemen Bisnis*, 3(1).
- Oldenburg, R., & Brissett, D. (1982). The third place. *Qualitative Sociology*, 5(4), 265–284. <https://doi.org/10.1007/BF00986754>

- Ratnaningsih, S., & Nurlinda, R. (2024). Pengaruh Kualitas Produk dan Sosial Media Marketing terhadap Keputusan Pembelian Melalui Kepercayaan Merek pada J.Co Donut's Coffee di Jabodetabek. *Journal Economic Excellence Ibnu Sina*, 2(2), 165–177. <https://doi.org/10.59841/excellence.v2i2.1356>
- Rifaldy, F., Syahrin, M. N. A., Prayoga, M. I., Syakbani, F., & Furqan, M. (2025). VISUALISASI DAN STATISTIK DESKRIPTIF BESERTA ANALISIS DATASET STATUS GIZI BALITA TAHUN 2022 PER PROVINSI DI INDONESIA MENGGUNAKAN PEMROGRAMAN R. *Jurnal Informatika Dan Teknik Elektro Terapan*, 13(3). <https://doi.org/10.23960/jitet.v13i3.7025>
- Rukaiyah, S., Bidol, S., & Suryadi, D. (2024). PENGARUH DIGITALMARKETING DAN INOVASI PRODUK TERHADAP PENINGKATAN VOLUME PENJUALAN PADA USAHA KECIL DI KOTA MAKASSAR. *Jurnal Manajemen Dan Kewirausahaan*, 16(2), 13–27. <https://doi.org/10.55598/jmk.v16i2.4>
- Sabrina, F. A., Nandita, W. V., & Maharani, D. D. (2023). Uji Asumsi Klasik untuk Menghindari Pelanggaran Asumsi Klasik pada Regresi Linier Ordinary Least Squares (OLS) dalam Ekonometrika. *Jurnal Ilmiah Manajemen Ekonomi Dan Akuntansi (JIMEA)*, 1(1), 195–203. <https://doi.org/10.62017/jimea.v1i1.505>
- Salsabila, A., Hidayat, R. S., & Pakpahan, M. (2025). PENGARUH MEDIA SOSIAL INSTAGRAM, CITRA MEREK, DAN INOVASI PRODUK TERHADAP KEPUTUSAN PEMBELIAN (STUDI PADA KONSUMENS DOUX COOKIES BLOK M PLAZA JAKARTA SELATAN). *Musyteri: Jurnal Manajemen, Akuntansi, Dan Ekonomi*, 24(9), 151–160. <https://doi.org/10.5281/zenodo.16933251>
- Sithiyuki, S. F. (2024). PENGARUH KUALITAS PRODUK DAN KEPERCAYAAN PELANGGAN TERHADAP KEPUTUSAN PEMBELIAN MOTOR MELALUI KEPUASAN PELANGGAN PADA PT. SURYA GEMILANG MOTOR SURABAYA. *Jurnal Manajerial Bisnis*, 8(1), 56–66. <https://doi.org/10.37504/jmb.v8i1.640>
- Subhaktiyasa, P. G. (2024). Evaluasi Validitas dan Reliabilitas Instrumen Penelitian Kuantitatif: Sebuah Studi Pustaka. *Journal of Education Research*, 5(4), 5599–5609. <https://doi.org/10.37985/jer.v5i4.1747>
- Wadiyastuti, S., Suherman, E., & Khalida, L. R. (2024). Peran Kepercayaan Pelanggan Dalam Memediasi Pengaruh E-WoM Terhadap Keputusan Pembelian Electronic Di Shopee. *Management Studies and Entrepreneurship Journal (MSEJ)*, 5(2 SE-Articles), 6087–6102. <https://doi.org/10.37385/msej.v5i2.5061>
- Wahjoedi, T., Harjanti, W., & Rahayu, S. (2022). Product quality and price perception on customer loyalty mediated by customer satisfaction. *World Journal of Advanced Research and Reviews*, 14(2), 14–2. <https://doi.org/10.30574/wjarr.2022.14.2.0486>