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THE EFFECT OF PRODUCT INNOVATION AND PROMOTION ON THE PURCHASE DECISION OF KOPI KIRI IN THE CITY OF BANDA ACEH

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Abstract

This study aims to analyze the effect of product innovation and promotion on the purchase decision of Kopi Kiri in Banda Aceh City. The background of this study stems from the increasingly fierce competition in the coffee industry, requiring companies to carry out effective innovation and promotion to attract consumers. The research method used is a quantitative approach by distributing questionnaires to 100 respondents who are Kopi Kiri consumers. The data were analyzed using multiple linear regression to determine the partial and simultaneous effects between variables. The results showed that product innovation and promotion had a positive and significant effect on purchasing decisions, both partially and simultaneously, with a significance value of 0,000 (< 0,05). This indicates that the higher the level of product innovation and the more effective the promotional strategy, the greater the likelihood of consumers making a purchase. Overall, this study concludes that innovation and promotion are the main factors that influence the purchasing decisions of Kopi Kiri consumers in Banda Aceh. Therefore, the company needs to continue to increase creativity in product development and strengthen its promotional strategy to maintain and expand its market.

Keywords: Product Innovation, Promotion, Purchase Decision, Kopi Kiri.

1. INTRODUCTION

The coffee business is currently growing rapidly, marked by the emergence of various new places offering unique and diverse concepts. This situation provides many choices for customers, but on the other hand, it also creates increasingly fierce competition among business players. In facing these dynamics, a *coffee shop* business needs to have the right strategy in order to survive, grow, and attract consumers (Rahmayda, 2022).

The city of Banda Aceh is known as one of the centers of coffee culture in Indonesia, with a strong coffee-drinking tradition and a proliferation of modern and traditional coffee shops. Competition in this sector is fierce, requiring every coffee shop to have an effective marketing strategy. Kopi Kiri, as one of the well-known local brands, needs to understand the key factors that drive consumers

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to choose its products. In the current era of globalization, every business faces intense competition to obtain goods or services. Companies compete with each other after gaining market share, which drives them to continue to grow. Companies are aided by technological advances to keep up with the times and not fall behind their competitors (Husnah et al., 2022).

To grow and maintain business sustainability and ensure that their products are not less competitive than those of other companies, entrepreneurs must be more innovative and creative in facing increasingly fierce competition. In addition to focusing on product offerings, entrepreneurs need to implement efficient marketing strategies to increase customer loyalty and interest in purchasing (Apriyanti, 2020).

Product innovation is one of the key factors that can attract consumers' attention in the purchasing decision-making process. In the coffee industry, innovation not only includes menu variety, presentation, or taste, but also creative approaches to provide a different experience for customers. Kopi Kiri, as one of the local coffee businesses in Banda Aceh, needs to continue to develop innovations to remain attractive and relevant amid increasingly fierce competition. Favorite products or "*best* sellers" can be important assets because signature menu items often play a role in driving consumer interest and strengthening brand image.

According to (Sinta Maryana, 2021), product innovation is the result of various processes that interact and integrate with one another. By implementing product innovation, consumers can make better purchasing decisions. One way to encourage the growth and development of an organization is through innovation (Budi, P. V. D. S., & Yasa, 2023). To achieve this, new technologies, new products and services, new markets, new organizational structures, and combinations of various innovations will be needed. In turn, this opens up space for creativity. (Kotler, P., & Armstrong, 2018) states that the three indicators of product innovation are product variety, product quality, and product style and design (Hartiwi et al., 2020).

In addition to product innovation, promotional strategies also play an important role in increasing brand awareness, purchase decisions, and purchasing decisions. Targeted promotions, such as the use of social media, creative content, or discounts, can reach a wider range of consumers. In the digital era, the effectiveness of social media as a marketing communication tool has increased because it allows direct interaction between businesses and customers. Kopi Kiri can utilize these platforms to introduce new products, display customer reviews, and provide information about attractive offers.

According to Kotler and Armstrong (Mahardini et al., 2023), promotion is an effort to demonstrate the usefulness of a product and attract consumers to buy it. According to Kotler and Armstrong (Lystia, et al., 2022), promotion indicators include frequency, quality, quantity, timing, and accuracy or suitability of the promotion target.

The process by which customers decide on the brand they want and purchase it is a purchasing decision. There are five stages in making a purchasing decision: problem recognition, information search, evaluation of alternatives, purchasing decision, and post-purchase evaluation. A purchasing decision is a way to solve problems in an effort to buy goods or services that meet one's needs and requirements. This method includes recognizing a person's needs and desires, searching for information, evaluating alternatives, and making decisions after purchase. Consumer purchasing decisions are their final choice to buy a product after being influenced by many factors that can affect consumers (Widjaja, 2023).

Based on this, product innovation and promotion become important variables that have the potential to influence consumer purchasing decisions. Given the importance of these two factors, this research needs to be conducted to analyze the extent to which product innovation and promotional strategies influence purchasing decisions for Kopi Kiri in Banda Aceh City. The results of this study are expected to provide input for Kopi Kiri in formulating more effective marketing

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strategies and increasing competitiveness in an ever-evolving market.

2. RESEARCH METHOD

The research method used in this study is based on a quantitative approach with an associative research type that aims to analyze the influence of product innovation and promotion on Kopi Kiri purchasing decisions in Banda Aceh City. This approach was chosen because it allows researchers to measure the relationship between variables objectively through numerical data processing. The research was conducted on Kopi Kiri consumers who reside or make purchases in Banda Aceh City from March to June 2025. The research population included all consumers who had purchased Kopi Kiri products, while the sample was determined using *purposive sampling* with the criterion that respondents had made at least one purchase (Sugiyono, 2020). The sample size was set at 100 respondents based on the consideration of sufficient data for multivariate analysis as recommended.

Data analysis was carried out in several stages. First, instrument testing included validity testing to ensure the accuracy of each question item and reliability testing to determine measurement consistency (Slamet, R., & Wahyuningsih, 2022). Second, classical assumption tests were conducted to ensure that the regression model met statistical standards, including tests for normality, multicollinearity, and heteroscedasticity. Furthermore, the data were analyzed using multiple linear regression to determine the effect of product innovation and promotion, both partially and simultaneously, on purchasing decisions. The t-test was used to test the partial effect of each independent variable, while the F-test was used to test the simultaneous effect. The coefficient of determination (R^2) value was used to determine the contribution of independent variables in explaining the variability of purchasing decisions.

The research data consisted of primary and secondary data. Primary data were collected using a questionnaire instrument with a five-point Likert scale to measure respondents' perceptions of product innovation, promotion, and purchasing decisions. In addition, the researchers also observed promotional activities and collected supporting literature from journals, reports, and other relevant sources as secondary data. The product innovation variable was operationalized through the dimensions of product design, quality, menu variety, packaging, and uniqueness; while the promotion variable included social media advertising activities, discounts, events, and customer testimonials. Purchasing decisions were measured through the stages of need recognition, information search, alternative evaluation, purchasing decisions, and post-purchase evaluation. The variables studied in this research are as follows:

Table 1. Research Variables

No	Variable	Indicator
1	Innovation (X1)	(1) development of new flavors, (2) menu suitability with market trends, (3) consistent product quality, (4) attractive product design and packaging, (5) packaging design updates, (6) utilization of modern service technology, and (7) the company's courage in trying new ideas.
2	Promotion (X2)	(1) promotion intensity through social media, (2) periodic discounts and promotions, (3) customer loyalty programs, (4) use of influencers/endorsements, (5) creativity of promotional messages, (6) effectiveness of digital advertising, and (7) ease of accessing promotional information.
3	Purchase Decision (Y)	(1) recognition of needs, (2) information search, (3) evaluation of alternatives, (4) purchase decision, and (5) post-purchase evaluation, (6) repurchase intention.

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3. RESULTS AND DISCUSSION

3.1 Validity Test Results

Validity testing was conducted to measure the extent to which the questionnaire instrument could measure what it was supposed to measure. Validity testing was conducted by comparing the *Corrected Item-Total Correlation* value or the *Pearson Correlation* value of each question item with the *r* table value. The decision criterion is that if the *Corrected Item-Total Correlation* value (or calculated r) is greater than the r table value at a certain significance level (α = 0.05) and degree of freedom (df = N − 2), then the question item is declared valid. The results of the validity test for the independent and dependent variables are shown in the following table:

Table 2. Validity Test Results

Variable	Indicator	Calculated r	R table	Description
Innovation (X1)	X1	0,721	0,1654	valid
	X2	0,688	0,1654	valid
	X3	0,705	0,1654	valid
	X4	0,528	0,1654	valid
	X5	0,695	0,1654	valid
	X6	0,643	0,1654	valid
	X7	0,554	0,1654	valid
Promotion (X2)	X1	0,679	0,1654	valid
	X2	0,754	0,1654	valid
	X3	0,790	0,1654	valid
	X4	0,780	0,1654	valid
	X5	0,709	0,1654	valid
	X6	0,771	0,1654	valid
	X7	0,632	0,1654	valid
Purchase decision (Y)	Y1	0,672	0,1654	valid
	Y2	0,581	0,1654	valid
	Y3	0,543	0,1654	valid
	Y4	0,749	0,1654	valid
	Y5	0,749	0,1654	valid
	Y6	0,660	0,1654	valid

Source: SPSS Output, 2025

Based on Table 2 above, overall variables X1, X2, and variable Y can be declared valid because all variables have a calculated *r* greater than the table *r*, which is 0,1654.

3.2 Reliability Test Results

The reliability test was conducted to measure the consistency and stability of the questionnaire instrument, namely how consistent the respondents' answers are when the same questions are asked again at different times or to different groups of respondents. The reliability test in this study used the *Cronbach's Alpha* method. An instrument is considered reliable if the *Cronbach's Alpha* value is greater than 0,60. The results of the reliability test are as follows:

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Number of items	Description
Innovation (X1)	0,771	7	Reliable
Promotion (X2)	0,854	7	Reliable
Purchase Decision (Y)	0,719	6	Reliable

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Source: SPSS Output, 2025

Based on Table 3, it can be seen that all values of each variable have a Cronbach Alpha > 0,60. Based on these results, it can be concluded that the questionnaire for each variable is reliable as a research measurement tool.

Results of Classical Assumption Tests

3.3 Normality Test Results

The normality test aims to determine whether the residual data in the regression model is normally distributed or not. A good regression model requires the residual data to be normally distributed (Sujarweni, 2015). Normality testing can be done using several methods, including graphical analysis (Histogram and P-P Plot) and the *Kolmogorov-Smirnov* non-parametric statistical test.

The decision criterion in the *Kolmogorov-Smirnov* test is that if the significance value (*Asymp. Sig. (2-tailed)*) is greater than the significance level (α = 0,05), then the residual data is normally distributed. The results of the normality test are as follows:

Table 4. Normality Test Results

Sample	Kolmogorov-Smirnov Test
100	0,200

Source: SPSS Output, 2025

Based on the normality test results in Table 4 above using the *one-sample Kolmogorov- Smirnov* method, the residual value of the independent and dependent variables in the sample size (N) of 100 is 0,200. This means that the data from this study is normally distributed because the residual value is greater than the significance level of 0,05.

3.4 Multicollinearity Test Results

The multicollinearity test aims to detect whether there is a very high or perfect correlation between the independent variables in the regression model. High multicollinearity can cause regression coefficient estimates to become unstable and difficult to interpret (Ghozali, 2018). Multicollinearity testing is performed by examining the *Tolerance* and *Variance Inflation Factor* (VIF) values of each independent variable. The criteria commonly used are:

- The *Tolerance* value must be greater than 0,10.
- The VIF value must be less than 10.

If both criteria are met, the regression model is declared free from multicollinearity issues. The results of the multicollinearity test are as follows:

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Innovation (X1)	0,626	1,597
Promotion (X2)	0,626	1,597

Source: SPSS Output, 2025

From Table 5 above, it can be concluded that there is no multicollinearity in the regression model of this study. This can be seen from the *tolerance* values produced by X1 (Innovation) of 0,626 and X2 (Promotion) of 0,626, which are greater than 0,10. Then, for the *Variance Inflation Factor* (VIF) value, X1 is 1,597 and X2 is 1,597, which are less than 10, so it can be concluded that in this study there is no multicollinearity problem, meaning that there is no linear relationship between the independent variables, namely innovation and promotion.

3.5 Heteroscedasticity Test Results

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The heteroscedasticity test aims to test whether there is a difference in the variance of the residuals in the regression model from one observation to another. A good regression model should not have heteroscedasticity problems, or homoscedasticity, which is a constant residual variance (Ghozali, 2018). Heteroscedasticity testing can be done using several methods, including *scatterplot* analysis and statistical tests such as the Glejser test or Park test. In this study, testing was done using *scatterplot* analysis and the Glejser test.

The Glejser test was performed by regressing the absolute residual value (ABS_RES) as the dependent variable with the independent variables. If the significance value of the independent variable to the absolute residual value is greater than the significance level (α = 0,05), then the regression model is declared free from heteroscedasticity problems (Ghozali, 2018). The results of the heteroscedasticity test are as follows:

Table 6. Heteroscedasticity Test Results

Variable	Unstandardized Coefficients		Standardize d Coefficients	t	Sig
	B	Std. Error	Beta		
Constant	4,617	0,964		4,773	0,000
Innovation (X1)	0,121	0,045	0,031	0,271	0,800
Promotion (X2)	0,011	0,035	0,039	0,317	0,752

Source: SPSS Output, 2025

Based on Table 6, it shows that the *Sig. Two Tailed* value of the innovation variable is 0,800 and the promotion variable is 0,752, where these values are greater than 0,05, meaning that it can be concluded that there is no heteroscedasticity problem in this study.

3.6 Multiple Linear Regression

Multiple linear regression analysis was used to determine the extent to which the independent variables, namely product innovation (X1) and promotion (X2), influence the dependent variable, namely purchase decision (Y). This approach was chosen because it is capable of analyzing the relationship between more than one independent variable and measuring the contribution of each variable in influencing the variation in purchase decisions. The following table shows the results of the test:

Table 7. Multiple Linear Regression Results

Variable	Unstandardized Coefficients B
Constant	8,505
Innovation (X1)	0,210
Promotion (X2)	0,390

Source: SPSS Output, 2025

The table above shows the results of multiple linear regression testing between the independent variables, namely Innovation (X1) and Promotion (X2), and the dependent variable, namely Purchase Decision (Y), which produced the following regression equation:

$$Y = 8,505 + 0,210X1 + 0,390X2 + e$$

Based on the results of the multiple linear analysis, the interpretation of the above regression equation is as follows:

Constant (8,505)

This value indicates that when the innovation (X1) and promotion (X2) variables are zero or there are no innovation or promotion activities, the value of the dependent variable (e.g., purchase decisions or purchase decision) remains at 8,505. This means that there are other factors outside

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the model that still contribute to the dependent variable.

Innovation Coefficient (X1 = 0,210)

A positive coefficient indicates a direct relationship between innovation and the dependent variable. This means that every 1-unit increase in innovation will increase the value of the dependent variable by 0,210 units, assuming other variables remain constant. This indicates that innovation has a positive effect, but its effect is relatively smaller than promotion (because the coefficient is lower).

Promotion Coefficient (X2 = 0,390)

This coefficient is greater than that of innovation, indicating that promotion has a stronger effect on the dependent variable. This means that every 1-unit increase in promotion will increase the value of the dependent variable by 0,390 units, ceteris paribus. This confirms that promotional activities contribute significantly to increasing consumer interest/satisfaction/ purchase decisions regarding Kopi Kiri products.

3.7 T-Test Results

According to (Sukmawati, 2018), a partial test (t-test) is used to determine whether each independent variable (innovation and promotion) individually or partially has a significant effect on the dependent variable (purchase decision). This test is conducted by comparing the significance value (*p-value) of* each independent variable with the significance level (α = 0,05). If the significance value is < 0,05, then the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted, which means that the independent variable has a significant partial effect on the dependent variable. In addition, the calculated t-value can also be compared with the t-table value. The results of the t-test calculation can be seen in the following table:

Table 8. T-Test Results

	Unstandardized Coefficients		Standardize d Coefficients	t	Sig
Variable	B	Std. Error	Beta		
Constant	8,505	1,615		5,265	0,000
Innovation (X1)	0,210	0,075	0,242	2,811	0,000**
Promotion (X2)	0,390	0.059	0,569	6,609	0,000**

Source: SPSS Output, 2025

Based on Table 8, the results of the t-test above show the magnitude of the effect of each independent variable partially (individually) on the dependent variable. Before concluding the accepted hypothesis, first determine the t table with a significance level of 5%: 2 = 2,5% (two-tailed test) and degrees of freedom (df) n - k – 1 or 100 – 2 - 1 = 97. The explanation for each independent variable is as follows:

It is known that the significance value for the effect of Innovation (X1) on purchasing decisions (Y) is 0,000 < 0,05 and the t-value is 2,811, which is greater than the t-table value of 1,661. Therefore, it can be concluded that H1 is accepted, meaning that there is a partial effect of the Innovation variable (X1) on the variable (Y) of Kopi Kiri Purchase Decision.

The significance value for the effect of Promotion (X2) on purchase decision (Y) is 0,000 < less than 0,05 and *the t-value* is 6,609 > greater than the t-table value of 1,661, so it can be concluded that H2 is accepted, meaning that there is a partial effect of the Promotion variable (X2) on the Coffee Purchase Decision variable (Y).

3.8 F Test Results

According to (Sukmawati, 2018), simultaneous testing or F-testing is used to determine whether all

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independent variables (innovation and promotion) together or simultaneously have a significant effect on the dependent variable (purchase decision). This test is conducted by comparing the significance value (*p-value) of* the calculated F with the significance level (α = 0,05). If the significance value of the calculated F is < 0,05, then the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted, which means that all independent variables simultaneously have a significant effect on the dependent variable. In addition, the calculated F value can also be compared with the F table value. The results of the F test are presented in the following table:

Table 9. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	559,744	2	279,872	29,324	0,000[b]
Residual	457,616	97	4,718		
Total	1017,360	99			

Source: SPSS Output, 2025

Based on Table 9, the results of the F test show that the Fcount value is 29,324 with F table with df1 = k - 1 (df1 = 3 - 1 = 2) numerator degrees 2 and df2 = n – k - 1 (df2 = 100 - 2 - 1 = 97) denominator degrees 97, with a significance level of 5%, the F table value is 3,089, meaning that F count (29,324) > f table (3,089) and the significance value is 0,000 < 0,05, so Ho is rejected and Ha is accepted. Based on the analysis, it can be concluded that simultaneously, the variables of Innovation and Product Promotion have a positive effect on the decision to purchase Kopi Kiri.

3.9 Determination Coefficient (R^2) Results

R-Square is a test conducted to see how well the independent variables can explain the dependent variables in a study.

Table 10. Results of the Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	andard Error of the Estimate
1	0,742	0,650	0,641	2,172

Source: SPSS Output, 2025

Based on Table 10, the coefficient of determination shows an *R Square* value of 0,650. This indicates that 65% of the influence can be explained by the independent variables (Innovation and Promotion) on the dependent variable (Purchase Decision), while the remaining 35% is explained by other variables not tested in this study.

3.10 Discussion

Based on the standardized beta coefficients, promotion (β = 0.569) has a stronger influence on purchase decisions compared to product innovation (β = 0.242). This indicates that promotional strategies play a more dominant role in shaping consumer purchasing decisions at Kopi Kiri. These findings suggest that consumers in Banda Aceh are more responsive to promotional stimuli such as discounts, social media campaigns, and endorsements than to product innovation alone.

The Influence of Product Innovation (X1) on Purchase Decision

The results show that product innovation has a significant effect on purchase decisions (Sig = 0,000). This finding is in line with the latest theoretical findings. According to (Harmancioglu, 2017), modern product innovation focuses on creating customer value through continuous renewal, adaptation to market trends, and responsiveness to rapidly changing consumer preferences. In the F&B industry, such as Kopi Kiri, menu updates, packaging design, and technology integration (e.g.,

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online ordering) are forms of innovation that influence consumer perceptions.

(Lahiri, S., & Kedia, 2019) emphasizes that emotionally relevant innovations, especially in the beverage sector, can increase customer engagement because today's consumers value uniqueness and personal experiences. This supports innovation indicators in questionnaires such as new flavor variants, packaging design updates, and the use of modern technology. Thus, the innovations implemented by Kopi Kiri not only create added value in terms of product, but also build emotional connections that strengthen consumers' purchasing decisions.

Additionally, according to (Nambisan, S., Lyytinen, K., Majchrzak, A., & Song, 2020), innovation in the digital era is no longer limited to the creation of physical products, but also encompasses the overall consumer experience through intensive interaction between companies and customers on digital platforms. In this context, innovation has become part of the strategy to build closer and more sustainable relationships with consumers. Kopi Kiri, which has utilized modern technology in its service processes, such as digital ordering systems and promotions through social media, has succeeded in strengthening its connection with customers and increasing convenience in transactions. This has implications for increasing consumer purchasing decisions. Thus, the results of this study support contemporary innovation theory, which emphasizes that modern consumers tend to be more responsive to product updates, new experiences, and digitally-oriented innovations.

The Effect of Promotion (X2) on Purchase Decisions

The research results show that promotion has a significant effect on purchasing decisions with a significance value of 0,000. This finding is in line with modern digital marketing theory, which emphasizes the effectiveness of promotion through social media in shaping consumer behavior. According to (Ashley, C., & Tuten, 2015), digital promotion has greater power because it is able to combine emotional, visual, and interactive elements simultaneously. Through digital advertising exposure, the use of influencers, and the presentation of creative content, companies can attract consumers' attention and build emotional closeness with the brand. Therefore, the more intensive and relevant the promotional strategy, the greater its influence on consumer interest and purchasing decisions regarding Kopi Kiri products.

A study by (Yasmin, A., Tasneem, S., & Fatema, 2015) shows that digital marketing can significantly increase brand awareness, which is directly related to purchasing decisions. These findings are in line with promotional indicators in questionnaires such as the ease of finding promotional information, the use of social media, and promotion through *influencers*. Furthermore, (Alalwan, 2018) states that promotion through social media not only increases brand awareness but also creates social influence. Consumers today often make decisions based on digital recommendations, creative content, or promotions that they see repeatedly on social media platforms. Thus, the more intensive the promotion, the stronger its influence on purchasing decisions.

Meanwhile, (Kumar, V., & Reinartz, 2018) emphasizes that modern promotion must pay attention to value, suitability to consumer needs, and message adjustment based on consumer preferences in order to effectively influence consumer behavior. The promotional strategies implemented by Kopi Kiri, such as periodic discounts, loyalty programs, and creative content, meet these criteria. The results of this study prove that digital promotions play a key role in driving consumer decisions, particularly for fast-moving consumer goods and lifestyle products.

4. CONCLUSION

Based on the results of the F-test analysis, it was found that product innovation and promotion have a positive and significant simultaneous effect on Kopi Kiri purchasing decisions in Banda Aceh. This is indicated by a significance value of < 0,05, so H0 is rejected and H1 is accepted. These findings

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confirm that both variables together play an important role in influencing consumer decisions. Furthermore, the t-test results show that product innovation and promotion also have a positive and significant partial effect on purchasing decisions. Thus, each variable individually makes a real contribution in encouraging consumers to buy Kopi Kiri. These results indicate that H0 is rejected and H1 is accepted for the partial test.

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