International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Effect Of E-Promotion And Product Innovation On The Purchase Decision Of Drip Bag Coffee At TGC Coffee Surabaya

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Abstract

This study was conducted to examine the extent to which the implementation of e-promotion strategies and the development of product innovations can influence consumer behavior, especially in making decisions to buy Drip Bag Coffee products at TGC Coffee Surabaya. In the context of the post-pandemic development of the coffee industry, consumers are showing a higher preference for practical and efficient products such as Drip Bag Coffee. TGC Coffee as one of the local business people, responds to this need by utilizing digital media as a means of promotion and continues to innovate the products offered. A quantitative approach was used in this study, by applying a causal descriptive method to describe and analyze the influence between the variables studied, where the data was disseminated through an online questionnaire to 96 respondents who were active consumers of the product. E-promotions are analyzed through four main indicators: digital advertising, sales promotions, social media, and direct communication. Meanwhile, product innovation is measured from the aspects of product variety and uniqueness, design and packaging, ease of use, and brewing quality. Based on the results of multiple linear regression analysis applied in this study, the variables of e-promotion and product innovation were proven to have a positive and significant effect on consumer purchase decisions, both simultaneously and partially. This means that the more effective the digital promotion strategy is and the more innovative the products offered, the more likely consumers are to make a purchase. These findings have an important impact on business actors in optimizing their marketing strategies and product development.

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Keywords: E-Promotion, Product Innovation, Purchase Decision, Drip Bag Coffee

INTRODUCTION

The Covid-19 pandemic has made the coffee industry create practical innovations for coffee connoisseurs in Indonesia. In meeting the needs of quality coffee for consumers, Drip Bag Coffee was created. TGC Coffee as one of the main players in the Surabaya coffee market has taken advantage of this trend by introducing Drip Bag Coffee which has a variety of flavors and attractive packaging. E-promotion through social media and other digital platforms is an important tool in raising awareness of these products. According to research by (Kotler & Keller, 2016), Effective promotions can increase consumer buying interest by up to 50%.

Drip Bag Coffee has gained popularity due to its convenience. Drip Bag Coffee is known as a one-serving coffee drink that involves a small filter bag filled with ground coffee with a folded paper handle that can be hung over the cup into a ready-to-brew drip coffee plate, a convenient and portable way so that it is practically portable and instant to brew anywhere, it just requires hot water and a cup. This product is a solution to serve a single serving of coffee without the need for special brewing equipment, making it easier for consumers who have high mobility (Bakhar et al., 2023) The popularity of Drip Bag Coffee is increasing due to its convenience, portability, and ability to provide high-quality handmade coffee without the need for special equipment. Dip bag coffee products offer convenience and customization, allowing consumers to brew a single serving of coffee with ease.

Drip bag coffee products offer convenience and customization, allowing consumers to brew a single serving of coffee with ease. This product is designed to brew coffee at a certain volume, usually ranging from 150cc to 180cc, depending on the desired strength of the drink. It is all influenced by e-promotions such as advertisements and social media content that have an influence on consumer awareness. On the other hand, Drip Bag Coffee's innovations such as flavor variation, packaging design, and user experience have an influence on consumers' interest in buying it.

Although e-promotion and product innovation have been identified as important factors in influencing purchasing decisions, there is still a lack of empirical studies that specifically analyze the influence of these two variables on practical coffee products such as Drip Bag Coffee in local markets such as Surabaya, particularly in the context of post-pandemic changes in consumer behavior. Therefore, it is important to understand how these two aspects work simultaneously in shaping consumer purchasing decisions.

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The innovation of drip bag coffee also involves efforts to maintain the quality and freshness of coffee. Some products have been nitrogen-infused to maintain the aroma of freshly ground coffee, ensuring a high-quality brewing experience. Its convenience and ease of use make it a popular choice, especially for individuals with busy lifestyles, travelers, and lovers of outdoor activities. This is what TGC Coffee, a coffee brand in Surabaya, does that focuses on innovation and promotion to attract customers and maintain its target market.

On the other hand, the innovation factors that Drip Bag Coffee has, such as flavor variations, packaging design, and user experience, influence consumer interest in buying it. Therefore, it is crucial to understand how e-promotion and innovation can affect consumers' buying interest simultaneously. This is in line with the results of research by (Listyawati et al., 2024) which found that digital sales promotion and e-service quality have a significant influence on consumer purchase decisions, with e-service quality being the dominant variable

As the second largest metropolitan city after Jakarta, Surabaya presents a promising market potential for instant coffee products. One of the local business people, TGC Coffee, has taken advantage of this opportunity through *its e-promotion* strategy and product innovation. Product innovations include flavor variation, packaging design, and consistent brewing quality. On the other hand, *e-promotion* through digital media such as Instagram and e-commerce is used to reach a wider market (Kotler & Keller, 2016). Changes in consumer behavior due to the pandemic have also accelerated the shift in promotional media from conventional to digital. Therefore, promotional strategies and product innovation have an important role in influencing purchasing decisions (Tjiptono, 2015).

LITERATURE REVIEW

E-Promotion

According to (Kotler & Keller, 2016), Digital promotion or *e-promotion* is a marketing process that uses electronic channels to convey messages to the target audience in an interactive and personalized manner. The media used includes social media, email marketing, and search engines. (Tjiptono, 2015) emphasizing that digital promotions are able to increase brand awareness and drive purchasing decisions through direct interaction with consumers.

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E-promotion indicator (Rangkuti, 2009) as follows:

1. Digital advertising (advertising): The delivery of product information through digital media such as websites, online banners, or paid advertisements that appear on digital platforms to attract the attention of potential buyers.
2. Sales promotion: Special online offers such as discounts, cashbacks, or product bundlings that are given to encourage purchases within a certain period of time.
3. Social media marketing: Promotional activities through platforms such as Instagram, TikTok, or Facebook that are used to build communication and increase consumer interest in products.
4. Direct communication: Delivering information or offers personally through direct messages (chat), emails, or comments to potential consumers to encourage purchase decisions.

Product Innovation

Product innovation refers to efforts to create new products or improvements from previous products to adapt to market needs and preferences (Khomilah, 2020). According to (Abdjul et al., 2018), Product innovation plays an important role in creating competitive advantages and increasing added value in the eyes of consumers. Innovation in products is not only about novelty, but also about how to create added value that consumers feel. Through innovation, the company is able to build a competitive advantage that is sustainable and relevant to market dynamics.

Product Innovation Indicators (Prasetyo D, 2018) as follows:

1. Product variety and uniqueness: The availability of various flavor variants and product characteristics that distinguish them from other coffee products on the market.
2. Design and packaging: The visual appearance of the product such as the shape of the packaging, colors, and design elements that attract attention and make it easier to store or use.
3. Ease of use: The level of convenience and practicality in brewing the product, for example, only hot water and cups are needed without additional tools.
4. Brewing technology and quality: The application of technology (e.g. nitrogen packaging) to maintain the freshness and taste of coffee, as well as consistent brewing quality.

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Purchase Decision

Purchase decision by (Firmansyah, 2018) It is a process in which individuals solve problems when faced with various behavioral alternatives, then determine the choice that is considered most appropriate through the decision-making process. Meanwhile, (Kotler & Armstrong, 2019) Defines a consumer's purchasing decision as the act of choosing the most preferred brand to buy. However, between the purchase intention and the final decision there are often two disruptive factors that can affect the compatibility between the initial desire and the actual action. Consumers' own purchasing decisions are shaped by intentions and behaviors from previous purchasing experiences (Zulkarnain et al., 2024). Purchasing decisions are formed from a combination of intentions and behaviors influenced by consumer information, attitudes, and experiences. Every purchase action reflects the consumer's belief in the quality and relevance of the product to his or her needs.

Purchase Decision Indicators (Kotler & Keller, 2016) as follows:

1. Need recognition: The initial stage when a person begins to realize the existence of a need or desire for a product, usually triggered by a specific situation or condition that causes the urge to buy.
2. Information search: The process of individuals seeking references, whether through digital media, other people's experiences, or other sources, to gain a better understanding of the product before making a decision.
3. Alternative evaluation: Consumer consideration of the wide selection of products available, by comparing aspects such as quality, price, practicality, or added value before making a choice.
4. Post-purchase evaluation: An assessment that arises after a consumer has used a product, which includes satisfaction or disappointment and can influence the decision to repurchase or recommend the product to others.

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Frame of Mind

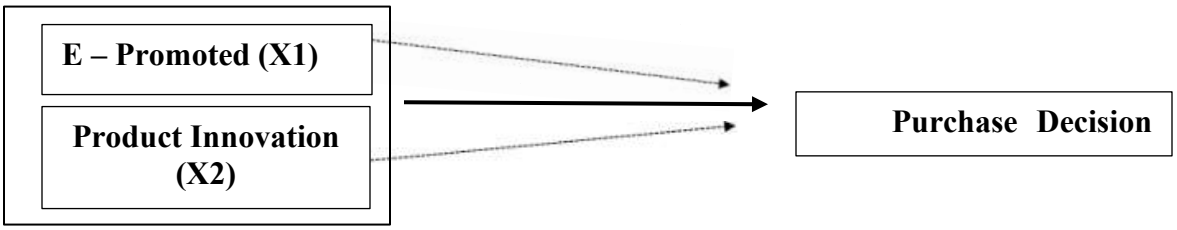


Figure 1. Research

Information:

: the influence of the variables X1 and X2 on Y partially

: the influence of variables X1 and X2 on Y simultaneously

Hypothesis

A hypothesis is an initial assumption that is compiled to describe and test the relationship between several variables in a study. The hypotheses on which this study is based are formulated as follows:

H1: There is a suspicion that "e-promotion" has a significant effect on the purchase decision of Drip Bag Coffee at TGC Coffee Surabaya.

H2: There is a suspicion that "product innovation" has a significant influence on the purchase decision of Drip Bag Coffee at TGC Coffee Surabaya.

H3: There is a suspicion that "e-promotion" and "product innovation" simultaneously have a significant effect on the "purchase decision" of Drip Bag Coffee at TGC Coffee Surabaya.

RESEARCH METHODS

Types of Research

Through quantitative approaches and causal descriptive methods, this study is designed to examine and analyze the relationship between existing variables and prove the relationship between variables through statistical analysis techniques (Sugiyono, 2019).

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Research Location

The research was carried out at TGC Coffee, a local coffee business located at Jl. Basuki Rahmat No. 23, in the area behind McDonald's, Genteng District, Surabaya, East Java 60261. The reason for choosing this location is because TGC Coffee has consistently developed and marketed Drip Bag Coffee products through a digital promotion approach and product innovation, which is in line with the variables studied.

Population and Sample

The population in this study is all TGC Coffee consumers domiciled in Surabaya who are not known in number. Using the Cocran formula, the number of samples was known to be 96 respondents. The sampling technique uses *purposive sampling* with the following criteria: consumers have purchased at least one *Drip Bag Coffee*.

Data Sources and Data Collection Techniques

The online questionnaire is designed as the primary instrument of primary data collection, with question items tailored based on the indicators of each research variable. The assessment was carried out using a five-point Likert scale, ranging from strongly disagree to strongly agree. The statements on the questionnaire measure respondents' perceptions of *e-promotion*, product innovation, and purchasing decisions. The research instrument is in the form of a closed questionnaire. Validity and reliability are tested before full-scale data capture is performed. Furthermore, the data was analyzed through multiple linear regression with the support of the SPSS application.

Data Analysis Techniques

To analyze the influence of e-promotion (X1) and product innovation (X2) on purchase decisions (Y), multiple linear regression techniques were used. Previously, the research instrument was tested for validity using Pearson's correlation and its reliability with Cronbach's Alpha. Classical assumption testing that includes normality, heteroscedasticity, and multicollinearity was performed to ensure that the regression model met the eligibility requirements. The t-test is performed to partially identify the influence of variables, while the F-test is used to look at the influence simultaneously. The determination coefficient (R^2) is used to measure the contribution of independent variables to dependent variables. The entire data processing process is carried out using the SPSS application.

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RESULTS AND DISCUSSION

Validity Test

In order to conduct tests to determine the level of suitability of the questionnaire instrument in measuring the variables that should be measured, the Pearson Product Moment method is used which is based on a number of certain conditions as explained below: that the instrument is considered valid if the calculated value < table.

Table 1 Validity Test Results

Variable	Question Items	r_{count}	r_{table}	Information
E-Promotion (X_1)	X1.1	1,000	0,1689	Valid
	X1.2	0,541	0,1689	Valid
	X1.3	0,618	0,1689	Valid
	X1.4	0,612	0,1689	Valid
Product Innovation (X_2)	X2.1	0,534	0,1689	Valid
	X2.2	0,601	0,1689	Valid
	X2.3	0,519	0,1689	Valid
	X2.4	0,413	0,1689	Valid
Purchase Decision (Y)	Y.1	0,596	0,1689	Valid
	Y.2	0,581	0,1689	Valid
	Y.3	0,524	0,1689	Valid
	Y.4	0,553	0,1689	Valid

Source: SPSS Data Processing Output Results (2025)

The validity test using Pearson's correlation showed that all items had a calculated value < a table value of 0.1689, indicating that all statements used in the E-Promotion (X1), Product Innovation (X2), and Purchase Decision (Y) variables were valid. Therefore, such items are considered feasible for use in advanced analysis.

Reliability Test

The reliability of the instrument is tested using Cronbach's Alpha technique to ensure that the instrument produces consistent data. An instrument is considered reliable if it has an alpha value of > 0.60.

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Table 2 Reliability Test Results

Variable	Cronbach's Alpha	Information
E- Promoted (x1)	0,857	Reliabel
Product Innovation (X2)	0,761	Reliabel
Purchase Decision (Y)	0,793	Reliabel

Source: SPSS Data Processing Output Results (2025)

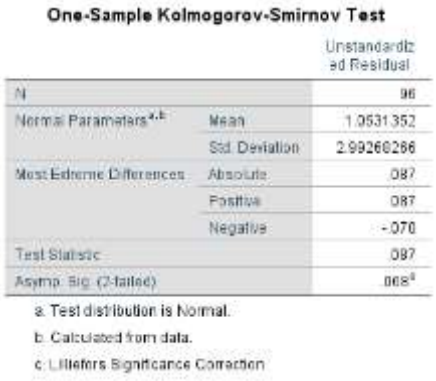
The results of the reliability test showed that the Cronbach's Alpha value for each statement item > 0.60. This indicates that all items in the research instrument have good internal consistency and can be categorized as reliable. Once the instrument has been declared valid and reliable, the next stage is to perform data analysis through classical assumption testing and multiple linear regression analysis:

Classic Assumption Test

To ensure that the results of the regression analysis can be interpreted properly, several classic assumption tests are carried out, namely:

Normality Test

Figure 2 Kolmogorov Smirnov Normality Test



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	1.0531352
	Std. Deviation	2.99260266
Most Extreme Differences	Absolute	.087
	Positive	.087
	Negative	-.070
Test Statistic		.087
Asymp. Sig. (2-tailed)		.068[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: SPSS Data Processing Output Results (2025)

Through the Kolmogorov-Smirnov normality test, a significance value of 0.68 > 0.05 was obtained. Thus, the data from the variables E-Promotion (X1), Product

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Innovation (X2), and Purchase Decision (Y) were declared to meet the normal distribution assumptions.

Multicollinearity Test

Figure 3 Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	E - PROMOSI	.333	3.003
	INOVASI PRODUK	.333	3.003

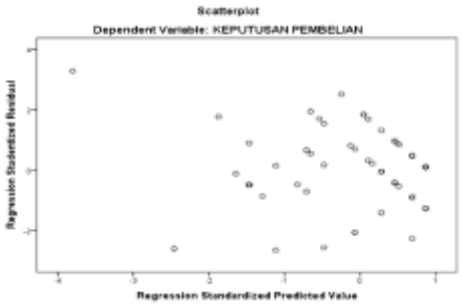
a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS Data Processing Output Results (2025)

The results of multicollinearity showed that the regression model in this study did not experience multicollinearity problems, so that the validity of the analysis results was maintained. The independent variables E-Promotion (X1) and Product Innovation (X2) have a VIF value of 3.003 < 10 and a Tolerance value of 0.333 > 0.100

Heteroscedasticity Test

Figure 4 Scatterplot Heterokedasticity Test Results



Source: SPSS Data Processing Output Results (2025)

Through heteroscedasticity testing using scatterplot graphs, it is known that the residual points are randomly spread and do not form a specific pattern above or below the zero line on the Y axis.

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Analysis of the Regresi Linier Berganda

Figure 5 Results of Multiple Linear Regression Analysis Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.396	1.128		.351	.727
	E - PROMOSI	.774	.084	.749	9.208	.000
	INOVASI PRODUK	.203	.082	.201	2.475	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS Data Processing Output Results (2025)

The regression equations used are:

Y= 0.396 + 0.774X1 + 0.203X2

a. Based on the results of the analysis, a constant value of 0.396 was obtained. This means that if there is no influence of the variables of E-Promotion or Product Innovation, then the Purchase Decision is at 0.396.
b. The regression coefficient value of the E-Promotion variable of 0.774 indicates a positive relationship. This means that an increase in e-promotion activities tends to be followed by a significant increase in purchasing decisions.
c. The value of the Product Innovation regression coefficient of 0.203 also shows a positive relationship, so that every effort to increase product innovation will have an impact on increasing consumer purchase decisions for Drip Bag Coffee products.

Test Hypothesis

T-test (partial)

Figure 6 Results of the t-test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	137.970	2	68.985	135.758	.000[b]
	Residual	29.473	58	.508		
	Total	167.443	60			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), INOVASI PRODUK, E - PROMOSI

Source: SPSS Data Processing Output Results (2025)

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Based on the results of the t-test, the E-Promotion and Product Innovation variables each had a significance value of 0.000, which was smaller than the significance limit of 0.05. Thus, H_0 is rejected and H_a is accepted, which means that both variables have a significant effect on the purchase decision.

F test (simultaneous)

Figure 7 F Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.396	1.128		.351	.727
	E - PROMOSI	.774	.084	.749	9.208	.000
	INOVASI PRODUK	.203	.082	.201	2.475	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS Data Processing Output Results (2025)

The significance value produced through the F test is 0.000 < 0.05, so H_0 is rejected and H_a is accepted. This proves that E-Promotion and Product Innovation together significantly influence purchasing decisions.

CONCLUSION

The study found that e-promotion strategies as well as product innovation levels play an important role in influencing purchasing decisions. These two variables have been proven to contribute to increasing consumer buying interest in Drip Bag Coffee products at TGC Coffee Surabaya. In the context of e-promotion, digital promotional activities such as the use of social media, paid advertising, online discount programs, and direct communication have proven to be effective in attracting interest and encouraging purchase actions from consumers. The existence of a digital platform allows TGC Coffee to reach a wider audience.

On the other hand, innovative product development plays a key role in influencing how consumers perceive and feel their experience of the product. Unique flavor variety, attractive packaging design and ease of brewing are key factors that support the creation of added value from products. Consumers are not only looking for good coffee products, but also pay attention to practicality and aesthetics, especially in a fast-paced modern lifestyle.

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In other words, the more effective the implementation of e-promotion and the higher the level of product innovation that is designed personally and interactively, it has been proven to be able to attract consumer interest to make purchase transactions. Thus, an effective marketing strategy and consistent product innovation are fundamental elements that TGC Coffee needs to prioritize in maintaining and expanding its market share.

SUGGESTION

This study provides recommendations for TGC Coffee, as follows:

1. **Optimization of E-Promotion StrategyTGC Coffee should continue to develop creative and targeted digital promotion strategies, especially through**

   Instagram and Tiktok which are very relevant to the young target market. Engaging, interactive, and informative visual content can increase engagement and strengthen the brand image in consumers' minds.

2. **Utilization of Sales Promotion and Direct**

   CommunicationSales promotions such as discounting, product bundling, or loyalty programs can be used as periodic strategies to encourage repeat purchases. In addition, TGC Coffee can also be more active in establishing direct communication with customers through the private message feature on social media or email marketing, in order to build more personal relationships and increase loyalty.

3. **Sustainable Product Innovation**

   It is important for TGC Coffee to continue to update products with new flavor variants, contemporary packaging designs, and maintain the quality of coffee brewing to remain consistent, but also to build a perception of quality in the eyes of consumers. In addition, paying attention to the eco-friendly aspects of packaging can be an added value in the current era of environmental awareness.

4. **Periodic Evaluation of Customer Satisfaction**

   Conducting regular surveys or evaluations of consumer satisfaction can help TGC Coffee in understanding customer needs and expectations. The feedback obtained can be the basis for designing future product promotion and innovation strategies.

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