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The Influence Of Digital Promotion Activities, Product Quality, And Social Media Engagement On Purchase Decisions For Kopi Keanangan Medan Palm Sugar Coffee

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Abstract

This study aims to analyze the influence of digital promotion, product quality, and social media engagement on purchasing decisions for Kopi Kenangan Palm Sugar Coffee in Medan. This study used a quantitative approach with a survey method through the distribution of questionnaires to consumers. 100 respondents Which is consumer, Then analyzed using regression linear double with help device soft SPSS. Results study show that promotion digital, quality Product quality and social media engagement, both partially and simultaneously, have a positive and significant impact on purchasing decisions. This indicates that better digital promotional activities, higher product quality, and stronger interaction with consumers through social media will further increase consumer purchasing decisions for Kopi Kenangan Palm Sugar Coffee in Medan.

Keyword : Activity Promotion Digital, Quality Product, *Engagement* Media Social, Buying decision

INTRODUCTION

In an era of increasingly rapid technological development, progress in the field of information and communication has change method consumer interact with brand And product. Wrong One change What is really felt is the increasing use of digital platforms in promotion and marketing. Various activities like advertisement in media social, marketing through e-mail, And manufacturing content be creative the company's main strategy to

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reach consumers more effectively. In recent years, coffee consumption in Indonesia experience improvement Which very rapidly. Coffee Which in the past only just drink, Coffee has now become a part of the Indonesian lifestyle. This phenomenon is reflected in the emergence of various coffee shops in various regions that not only offer coffee but also offer a variety of coffee experiences. This trend is further fueled by the increasing number of *coffee shop* Which popping up, Which show that business coffee become opportunity Which Very promising. The coffee shop business in Indonesia is increasingly diverse, ranging from traditional to modern. One local coffee brand that has grown rapidly is Kopi Kenangan. Founded in 2017 by Edward Tirtanata, James Prananto, and Cyntia Chaerunnisa, succeed interesting attention consumer Indonesia blessing draft And flavor coffee Which they offer.

However, even though Kopi Kenangan has achieved great success, competition in the Indonesian coffee market is fierce. the more strict with many brands coffee Which offer product similar. In facing competition This, innovation product And strategy marketing become key For maintain Kopi Kenangan's position in market. Various brand coffee, like *Coffee Promise Soul, Point Coffee,* And *Fore Coffee,* compete to capture consumer attention, making the dynamics of the coffee market increasingly develop.

Table 1. Amount Sale Coffee Memory Year 2024-2025

Period	Sale (Rp Billion)	Amount Outlet	Product Best Seller	Growth Year-on-Year
Q3 2024 (Jul- Sep)	450	868	Avocado Coffee	19%
Q4 2024 (Oct- Dec)	620	920	OG Sugar palm Series	31%
Q1 2025 (Jan- Mar)	580	950	Matcha Series	24%
Q2 2025 (Apr- Jun)	670	990	New Cold Brew	27%
Q3 2025 (Jul)	235 (Projection)	1,024	Signature Blend	29%

Source : https://kopikenangan.com

Decision purchase consumer influenced by various factor, including quality product, digital promotional activities and social media engagement implemented by the company. For example, consumers will consider the quality of taste, aroma, and raw materials used in product coffee. In this case, quality product be a factor important Which influence consumers' decisions to purchase coffee from a particular brand. In

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addition, social media engagement, which includes consumer interaction and involvement through platform digital, also plays a role in determining choice consumers, where the brand Those who succeed in building high engagement will have a greater chance of winning the market.

Digital promotional activities as an independent variable involve online marketing strategies such as advertising. digital And campaign influencers, who effective in increase awareness brand and trigger consumer interest. Research shows that these promotions accelerate the purchasing decision process by reaching audience Which more wide, especially in era digital in Medan, so that contribute direct
to sale Coffee Palm sugar .

Product quality is a variable independent which emphasizes aspect sensory And intrinsic Palm Sugar Coffee , including its flavor, aroma, and natural ingredients like palm sugar, is a key feature. Consumers tend to choose high-quality products because they offer satisfaction and health benefits, ultimately strengthening their purchasing decisions and distinguishing Kopi Kenangan Medan from competitors.

engagement as an independent variable includes two-way interactions such as comments, likes, and reviews on digital platforms, which build trust and community around a brand. Proof social from engagement This influence decision purchase with give authentic testimonials, thus accelerating the conversion of consumers into Loyal customers of Kopi Palm Sugar.

Identification problem in study This is: The effectiveness of digital promotional activities carried out by Kopi Kenangan in Medan in encouraging consumer purchasing decisions, especially for palm sugar coffee products, is not yet known. quality product (flavor, packaging, consistency presentation) Still need evaluated Does it really influence consumer purchasing decisions, social media *engagement?* (interaction likes, comments, shares, reviews, and The contribution of Kopi Kenangan's interactive content to consumer interest and purchasing decisions is not yet clear, and Kopi Kenangan consumer purchasing decisions, especially for palm sugar coffee products, are influenced by various factors so they need to be analyzed to determine the extent to which digital promotion, product quality, and social media engagement have an influence.

Based on the background and identification of the problems described above, the problem formulation prepared by the researcher is: What is the activity digital promotion influential to decision purchase product Palm sugar coffee Kopi Kenangan in Medan?, What is the quality? product influences decision to purchase sugar coffee products Are there any Memories Coffee in Medan?, Is it? *engagement* media social influential to

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decision purchase product coffee sugar Where is Kopi Kenangan in Medan?, and what are the activities? digital promotion, quality product, And *engagement* media Does social media simultaneously influence the purchasing decision for Kopi Kenangan palm sugar coffee products in Medan?

The purpose of this study is to analyze the influence of digital promotional activities on purchasing decisions for Kopi Kenangan Medan palm sugar coffee, to analyze quality product influential to decision purchase coffee sugar sugar palm Kopi Kenangan Medan, Analyzing social media *engagement* influences purchasing decisions for palm sugar coffee Kopi Kenangan Medan, and Analyzing whether activity promotion digital, quality product, *engagement* media social influencers to decision purchase coffee sugar sugar palm Coffee Memory Medan

LITERATURE REVIEW

Theory And Indicator Activity Promotion Digital

According to Erpurini, Kurnia Ramadhan, and Indahsari (2023), digital promotion is a marketing strategy that utilizes digital media such as social media and websites to introduce products and attract consumer interest. According to Astuti and Nurdin (2022), digital promotion activities are marketing activities carried out using digital technology and social media to convey information about a product, service, or destination to the public. This activity is carried out through manufacturing various content marketing, such as video And promotional posters, which then spread through social media platforms.

According to Chaffey And Ellis-Chadwick (2022), there are a number of activity indicators promotion digital, the characteristics of which are:

1. Promotion advertisement
2. Power pull content
3. Exclusive promotions
4. Convenience access information
5. Influence to interest buy

Theory And Indicator Quality Product

Product quality is ability something product in operate function primarily in a good way so that it can meet consumer needs. This includes several aspects such as product durability, level reliability, accuracy performance, convenience in use, as well as various attribute Additional features that provide added value to users (Puspita and Malik, 2025). Meanwhile, Anggitasari and Ahmadi (2024) explain that product quality is a reflection of

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the superiority of a product offered by a seller compared to competing products. Products that have good quality able to fulfill need and hope consumer, so that it can increase interest consumers to make purchases.

According to Kotler And Keller (2021) as well as supported by study Tjiptono (2022), there is A number of product quality indicators that are its characteristics are:

1. Taste and aroma consistent
2. Quality material standard
3. Packaging Which practical
4. Reliability product
5. Mark plus product

Theory And Indicator *Engagement* Media Social

Social media *engagement* is form involvement users media social in interact with company or brand through various activity in platform social media. Engagement this shows there is a relationship between users and companies Which shown through action such as giving likes, comments, ratings, or sharing published content (Oktarima, 2021). Furthermore, Putra and KN (2024) explain that social media *engagement can be interpreted as the level of user involvement in a social media platform.* interacting and communicating through social media platforms with individuals, brands, or organizations. This engagement is seen in various forms of user responses, such as providing reaction, comment, share content, as well as participate in activity Which happen in social media .

According to Dessart, Veloutsou, and Morgan-Thomas (2021) and supported by study Brodie et al. (2022), there are a number of indicators of social media *engagement* that characterize it, namely:

1. Like And share posts
2. Frequency comment
3. Participation content
4. Influence review *user- generated*
5. Responsiveness account

Theory And Indicator Decision Purchase

According to Gunawan (2022), purchasing decisions are an activity, action, and psychological process. Which done by consumer before take decision end For buy something products or services to meet the needs and desires of individuals, groups, and organizations. Furthermore, Agustina Rennie, Hinggo Tachta Hichmaed, and Zammam

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Zaki (2023) state that a purchasing decision is the final decision a customer makes to purchase a product or service , taking into account various specific aspects. Consumer purchasing decisions indicate the success of a company's marketing strategy.

According to Kotler and Keller (2021) and supported by recent research, there are a number of purchasing decision indicators that are characteristic, namely:

1. Intention buy in time near
2. Frequency purchase
3. Preference to product
4. Loyalty purchase repeat

Study Previously

Following a number of study Which relevant with study This

Table 1. Study Previously

No.	Name And Year	Title	Variable	Results Study
1 .	(Rifka Alkhilyatul	"Influence Strategy	X = Strategy Marketing	Strategy marketing digital influential positive And significant to decision
	Knowledge & I Made Suraharta, 2024)	Digital Marketing on Purchasing Decisions Consumer"	Digital Y = Buying decision	purchase. Increase The quality of digital marketing will be followed by an increase in consumer purchasing decisions.
2.	(Anggitasari & Ahmadi, 2024)	"The Influence of Quality Products on Satisfaction and Purchasing Decisions Consumer"	X = Product Quality Y 1 = Customer Satisfaction Y 2 = Purchase Decision	Product quality has a significant influence on satisfaction and purchasing decisions. Product Which quality able to meet consumer expectations , increase satisfaction, and create a good perception positive Which push purchase.
3.	(Darmadi, Silitonga, & Kristiadi, 2021)	"Influence Social Media *Engagement* on Purchasing Decisions Consumer"	X = Social Media *Engagement* Y = Buying decision	Social media *engagement* has a positive influence on purchasing decisions. The higher the user interaction, such as likes, comments, and shares, the greater the likelihood of a consumer making a purchase.

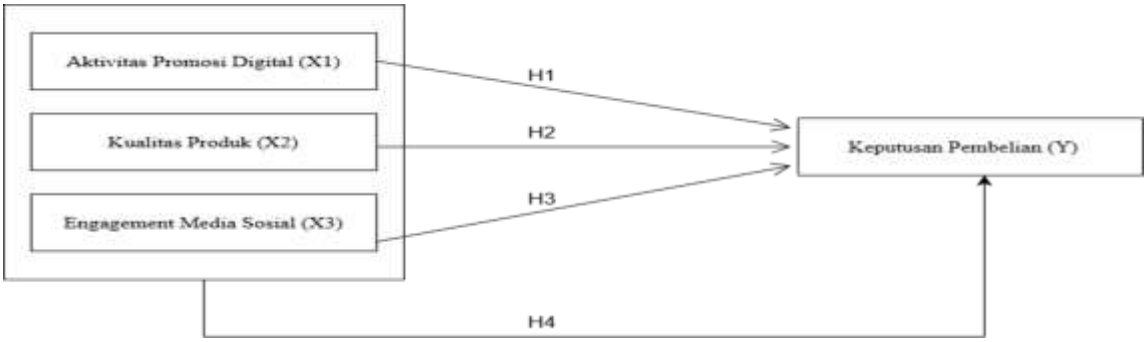
Source: Processed data, 2026

Framework Conceptual

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Framework conceptual This to describe interaction activity promotion digital, quality product, *engagement* social media to decision purchase coffee sugar sugar palm Coffee Memory :



Picture 1.1 Framework Conceptual

Hypothesis Study

1. H1: There is a positive influence significant between activities digital promotion of consumer purchasing decisions at Kopi Kenangan.
2. H2 : Quality product own influence positive Which significant to decision consumer purchases at Kopi Kenangan.
3. H3: The level of social media *engagement is positively related to consumer purchasing decisions at Kopi Kenangan.*
4. H4 : Activity promotion digital, quality product, *engagement* media social moderate connection between product quality and consumer purchasing decisions.

METHODOLOGY STUDY

Place And Time Study

The research was conducted at one of the Kopi Kenangan branches located on Jalan Gatot Subroto, Sei Sikambing D, District Medan Separator, City Medan. Time study started from in May 2025- March 2026. Includes design, questionnaire distribution, data processing, and preparation of the final report.

Method Study

This research employed a quantitative method with a survey approach. This method was chosen to examine the relationship and influence between digital promotional activities, product quality, and social media engagement on purchasing

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decisions. Data were collected through questionnaires distributed to respondents and analyzed using statistical techniques to obtain objective and measurable results.

Population And Sample

Population

Population is region generalization Which consists of on object or subject Which have quality and certain characteristics determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2019). Based on this understanding, the population in this study is all consumers who have purchased Kopi Kenangan palm sugar coffee products around Kopi Kenangan Gatot Subroto Medan.

Sample

Sample is part from amount And characteristics Which owned by population (Sugiyono, 2019). The sampling technique used in this study was *purposive sampling* , which is a sampling technique based on certain considerations or criteria (Sugiyono, 2019). The sample size was determined in accordance with Joseph F. Hair Jr.'s hypothesis, which states that the minimum sample size should be 5 to 10 times the number of indicators:

A. n = 5 x 19 = 95

n : amount sample (respondent)
5-10 : minimum number of respondents for each indicator
Number of indicators : total items statement in all over variables study

Based on these calculations, this study used 100 respondents, exceeding the recommended minimum. This number was chosen to maintain data quality and anticipate the possibility of unusable data. Furthermore, 100 respondents were deemed sufficient for analysis using SPSS, including validity and reliability tests, as well as regression analysis. Therefore, the sample size in this study can be considered adequate to produce accurate and reliable analysis.

Technique Data collection

Study This gather data related problem Which currently investigated by researchers with Method: Using a questionnaire, the questionnaire in this study was designed using a Likert scale and distributed to respondents who met the research sample criteria. The data obtained from the questionnaire was then used as primary data for statistical analysis.

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Type And Source Data

Data Which used in study This is data quantitative Which divided on 2 namely:

1. Data primary Which obtained from distribution questionnaire to customer Coffee Memory
2. Secondary data from various written sources, such as books, scientific journals, articles, and previous research that is relevant to the research topic.

Identification and Operational Definition of Research Variables

Table 2. Identification And Definition Operational Variables Study

Variable	Definition Operational	Indicator	Measurement
Promotional Activities Digital (X1)	Activity Promotion Digital is marketing efforts Which done through digital channels such as social media, email, websites, and online paid advertising to promote a product or service, with the aim of attracting attention, building interest, and encouraging Action consumer.	1. Promotion advertisement 2. Power pull content 3. Exclusive promotion 4. Ease of access to information 5. Influence on buying interest	Likert
Quality Product (X2)	Quality Product is size how much whether a product meets or exceeds consumer expectations in terms of performance, durability, aesthetics, and features his supporters.	1. Flavor and consistent aroma 2. Quality material standard 3. Practical packaging 4. Reliability product 5. Value plus product	Likert
Social Media *Engagement* (X3)	*Engagement* is the degree of user engagement and interaction with brand content on platforms like Instagram, TikTok, or Facebook, including likes, comments, *shares* , and active participation. This variable reflects the strength of the emotional connection	1. Like and share posts 2. Comment frequency 3. Content participation 4. Influence review *user- generated* 5.	Likert

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	between consumers and brands, where two-way interactions build trust. community And trust	Account responsiveness	
Buying decision (Y)	Purchase Decision is the final stage in the consumer behavior process where an individual chooses to buy or not buy a product, influenced by internal (such as preferences) and external (such as promotions) factors.	1. Intention buy in soon 2. Purchase frequency 3. Product preference 4. Purchase loyalty repeat	Likert

Source: Processed data, 2026

Test Validity And Reliability Instrument Variables

Test Validity

Test validity aim For know level accuracy instrument study in measure Data that corresponds to the actual conditions of the research object. According to Sugiyono (2017:125), validity indicates the correspondence between the data collected by the researcher and the actual data. Validity testing in this study was conducted on the statement items in the questionnaire. Each statement item was declared valid if the calculated r value was greater than the table r value.

Test Reliability

Test reliability used For evaluate consistency something instrument study in Produce stable and reliable data. Sugiyono (2017:130) states that reliability relates to the ability of a measuring instrument to produce relatively similar results when used repeatedly on the same object. A variable is considered reliable if it has a Cronbach's Alpha value of ≥ 0.60. A good reliability test is recommended to have a Cronbach's Alpha value greater than or equal to 0.6 (Amalia, Dianingati, and Annisaa' 2022).

Test Assumptions Classic

Test Normality

According to Priyatno (2018:133), the histogram output explains the data graph and is used to see the distribution. data whether normal or No. For the measurement If form histogram follow curve If the normal distribution forms a mountain or bell, the data

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will be normally distributed. According to Riyanto and Hatmawan (2020:137), testing normality using graphical analysis often leaves researchers confused. For determine decision whether data distributed normal or No. For avoid If there is a misperception from the results of reading the graph, then in addition to conducting a graph analysis test, it is also necessary to add a statistical test for normality. The statistical test for residual normality can be carried out using the non-parametric Kolmogorov Smirnov (KS) statistical test with the provision that if the sig value > 0.05 then the residual data is normally distributed and if the sig value < 0.05 then the residual data is not normally distributed.

Test Multicollinearity

According to Priyatno (2018:134), "The multicollinearity test method commonly used is by looking at the value Tolerance and Variance Inflation Factor (VIF) in the regression model where the value VIF not enough of 10 and has a Tolerance number of more than 0.1".

Test Heteroscedasticity

According to Priyatno (2018:136), "Heteroscedasticity is a condition where in a regression model there is inequality in the variance of the residuals from one observation to another observation where the regression model Which Good is No happen heteroscedasticity". Various type testing heteroscedasticity namely by testing Scatterplots which is done by looking at the pattern points on the graph which are spread randomly and do not form a pattern on the graph.

Model Study

Analysis Descriptive

According to Sugiyono (2019:41) Statistics descriptive used as method testing Which related to the presentation and collection of data or test results obtained so that they can provide useful information in this research. These statistics can also provide information about data in form table, diagram And chart Which will served with neat And concise.

Analysis Regression Linear Multiple

Multiple linear regression analysis is a data analysis technique used to determine the effect of more than one independent variable on a single dependent variable.

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According to Ghozali (2018:96), multiple linear regression is used to analyze the relationship between one dependent variable and two or more independent variables. In this study, multiple linear regression analysis was used to determine the effect of digital promotional activities, product quality, and social media engagement on purchasing decisions. The multiple linear regression equation model is formulated as follows:

$$Y=\alpha+\beta1X1+\beta2X2+\beta3X3+e$$

Information :

Y = Decision Purchase
X 1 = Activity Promotion Digital
X 2 = Quality Product
X 3 = *Engagement* Media Social
α = Constant
β_1, β_2, β_3 = Coefficient e -regression = Error

Results from analysis regression linear multiple This used For know direction as well as size the influence of each independent variable on the dependent variable, both partially and simultaneously.

Coefficient Determination (Adjusted R2)

Adjusted R Square is usually used to measure the contribution of influence if the regression uses more than two independent variables. According to Mardiatmoko (2020), the coefficient of determination analysis is used to see level contribution variables independent to variables dependent. Analysis This aim to know size percentage influence variables free in simultaneous to variables bound. The coefficient of determination (R^2) test is carried out to measure the extent to which variations in the independent variables are able to explain changes. on the dependent variable. The coefficient of determination value is in the range 0 to 1, in where the more approach number 1 show ability variables independent Which the more big in explaining the dependent variable (Hariyanto & Ghozali, 2024).

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Test Hypothesis

Test (F) Simultan

The F test is used to determine the simultaneous influence of independent variables on the dependent variable. According to Ghozali (2018:98), the F test aims to test whether all independent variables included in the regression model have a simultaneous influence on the dependent variable.

In this study, the F test used to test the influence of digital promotional activities, product quality, and *engagement* media social in a way simultaneous to decision purchase. Criteria testing done by comparing the calculated F-value with the F-table or by looking at the significance value. A regression model is declared significant if the calculated F-value > F-table or the significance value is less than 0.05.

Test (t) Partial

Test t used For know influence each variables independent to dependent variable in a way partial. According to Ghozali (2018:99), test t aim For test how much Far influence of one variables free in a way individual in explain variations variables bound. In study This, t-test is used to test the influence of digital promotional activities, product quality, and social media *engagement* . in a way partial to decision purchase. Criteria testing This is done by comparing the **calculated t- value** with **the t-table** or by looking at the significance value. The independent variable is declared to have a significant effect on the dependent variable if the **calculated t-value is greater than the t-table** or the significance value is less than 0.05.

RESULTS AND DISCUSSION

Analysis Statistics Descriptive

Table 3. Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Aktivitas Promosi Digital	100	23	50	38.55	6.160
Kualitas Produk	100	23	50	38.61	5.642
Engagement Media Sosial	100	23	49	37.36	6.696
Keputusan Pembelian	100	16	40	29.20	6.176
Valid N (listwise)	100				

Source : Results Output SPSS Processed, 2026

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Table 3. declare mark minimum, maximum, mean, as well as standard deviation from digital promotional activity variables, quality product, engagement media social, And Decision purchase, with details as following:

1. Activity Promotion Digital own mean 38.55 with standard deviation 6,160 Which shows that respondents' assessments are quite high and relatively stable.
2. Quality Product own mean 38.61 with standard deviation 5,642 Which show Respondents' perceptions were quite good and not very varied.
3. *Engagement* Media Social own mean 37.36 with standards deviation 6.696 Which shows a fairly high assessment with a wider variety of answers.

Results Test Validity And Reliability

Table 4. Results Test Validity Variables

Variables	Statement	rhitung	rtable	Information
Activity Promotion Digital (X1)	X1.1	0.841	0.196	Valid
	X1.2	0.820	0.196	Valid
	X1.3	0.783	0.196	Valid
	X1.4	0.748	0.196	Valid
	X1.5	0.806	0.196	Valid
	X1.6	0.797	0.196	Valid
	X1.7	0.801	0.196	Valid
	X1.8	0.701	0.196	Valid
	X1.9	0.390	0.196	Valid
	X1.10	0.373	0.196	Valid
Quality Product (X2)	X2.1	0.721	0.196	Valid
	X2.2	0.779	0.196	Valid
	X2.3	0.794	0.196	Valid
	X2.4	0.713	0.196	Valid
	X2.5	0.810	0.196	Valid
	X2.6	0.754	0.196	Valid
	X2.7	0.697	0.196	Valid
	X2.8	0.720	0.196	Valid
	X2.9	0.455	0.196	Valid
	X2.10	0.354	0.196	Valid
Engagement Media	X3.1	0.832	0.196	Valid

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Social				
	X3.2	0.815	0.196	Valid
X3)	X3.3	0.824	0.196	Valid
	X3.4	0.798	0.196	Valid
	X3.5	0.825	0.196	Valid
	X3.6	0.754	0.196	Valid
	X3.7	0.766	0.196	Valid
	X3.8	0.801	0.196	Valid
	X3.9	0.393	0.196	Valid
	X3.10	0.338	0.196	Valid
Decision Purchase (Y)	Y1.2	0.798	0.196	Valid
	Y1.2	0.840	0.196	Valid
	Y1.3	0.783	0.196	Valid
	Y1.4	0.830	0.196	Valid
	Y1.5	0.793	0.196	Valid
	Y1.6	0.764	0.196	Valid
	Y1.7	0.765	0.196	Valid
	Y1.8	0.902	0.196	Valid

Source : Results Output SPSS Dioalah, 2026.

The validity test conducted showed a value greater than the rtable equation (0.196) with a significance level below 0.05. Therefore, it can be concluded that the validity value tested has been declared completely valid. The next step is to test the reliability of the variables.

Table 5. Results Test Reliability Variables

Variables	Cronbach's Alpha	N of Items	Information
Activity Digital Promotion	0.893	10	Reliable
Product Quality	0.871	10	Reliable
Engagement Social media	0.897	10	Reliable
Buying decision	0.923	8	Reliable

Source : Results Output SPSS Processed, 2026.

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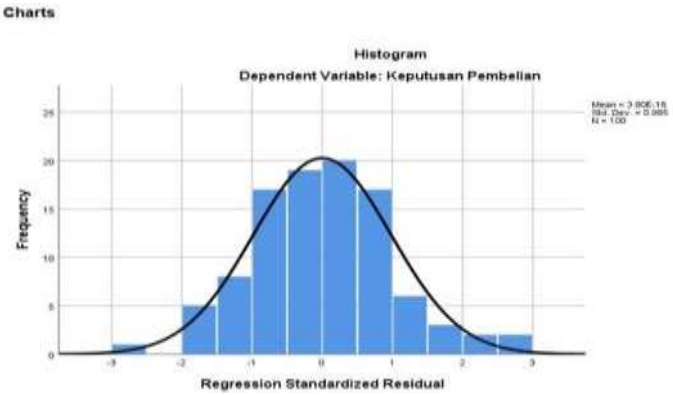
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Based on Table 5, a variable is declared reliable if the Cronbach's Alpha value is > 0.70. The test results show that all Cronbach's Alpha values for each research variable are > 0.70, so it can be concluded that the questionnaire in this study is declared reliable.

Results Test Assumptions Classic

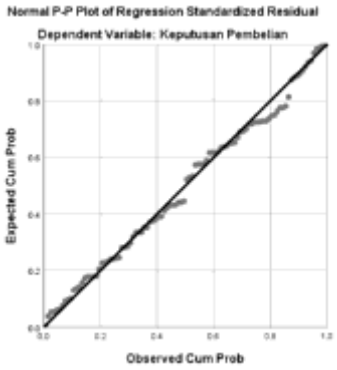
Results Test Normality

Test normality will explained use chart histogram And chart normal pp plot



Picture 2. Results Test Normality – Histogram
Source : Results Output SPSS Processed, 2026

Picture 2. show (Histogram) form curve resemble bell And centralized in Middle. Thus, the research data fulfil assumption of normality.



Picture 3. Results Test Normality – pp plot
Source : Results Output SPSS Processed, 2026.

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Figure 3. (Normal PP Plot) shows points around the diagonal line, so that the data is stated to be normally distributed.

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.85417906
Most Extreme Differences	Absolute	.076
	Positive	.076
	Negative	-.045
Test Statistic		.076
Asymp. Sig. (2-tailed)		.174[c]

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

Table 6. Kolmogorov Smirnov

Source : Results Output SPSS Processed, 2026.

Table 6. show that mark probability (Asymp. Sig. 2- tailed) as big as 0.174. Because mark is greater than 0.05, it can be concluded that the residual data is normally distributed, so that the normality assumption in the regression model has been met.

Multicollinearity Test

Table 4.1 Test Multicollinearity

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.614	3.770		.163	.871		
	Aktivitas Promosi Digital	.267	.105	.267	2.536	.013	.582	1.718
	Kualitas Produk	.254	.119	.232	2.138	.035	.545	1.834
	Engagement Media Sosial	.227	.088	.246	2.567	.012	.702	1.424

a. Dependent Variable: Keputusan Pembelian

Source : Results Output SPSS Processed, 2026.

Table on show that all over variables independent own mark Tolerance > 0.10 that is Digital Promotion Activity was 0.582, Product Quality was 0.545, and Social Media Engagement was 0.702, with VIF values <10 of 1.718, 1.834, and 1.424, respectively. This means that there is no significant relationship between the independent variables.

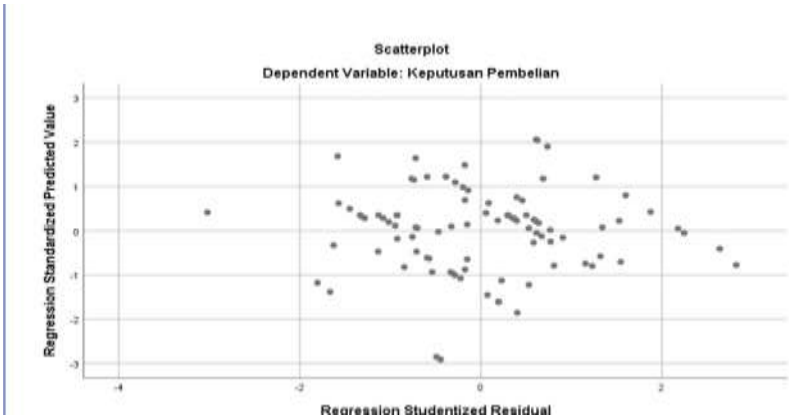
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happen correlation Which high, so it can be concluded that model regression in research This does not experience multicollinearity.

Test Heteroscedasticity

Testing heteroscedasticity done For see variance observation residuals 13 Which One to other observations. The methods used to detect heteroscedasticity models are as follows:



Picture 4. Chart Scatterplot

Table 7. Test Heteroscedasticity – Test Glesjer

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.397	2.243		1.068	.288
	Aktivitas Promosi Digital	-.117	.063	-.244	-1.869	.065
	Kualitas Produk	.138	.071	.263	1.951	.054
	Engagement Media Sosial	.016	.053	.037	.314	.754

a. Dependent Variable: ABS_RES

Source : Results Output SPSS Processed, 2026.

Based on the results of the heteroscedasticity test using the Glesjer method in table 8.1, it can be seen that the significance value (Sig.) for each independent variable, namely digital promotional activities, is 0.065. Quality product as big as 0.054, And *Engagement* media social as big as 0.754. All over mark the bigger from the significance

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level of 0.05. Because Sig. value > 0.05, then it can be concluded that There is no significant influence between the independent variables on the absolute residual value (Abs_Res). This shows that that variance residual nature constant or No happen symptom heteroscedasticity in regression model. Thus, the regression model in This research has fulfilled the assumption of homoscedasticity and is worthy of continuing to the next stage of analysis.

Results Analysis Data Study

Model Study

Regression multiple is following :

Table 8. Analysis Regression Linear Multiple

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.614	3.770		.163	.871
	Aktivitas Promosi Digital	.267	.105	.267	2.536	.013
	Kualitas Produk	.254	.119	.232	2.138	.035
	Engagement Media Sosial	.227	.088	.246	2.567	.012

a. Dependent Variable: Keputusan Pembelian

Source : Results Output SPSS Processed, 2026.

Based on the Table 8 coefficients above, the equation Multiple linear regression can be formulated as follows:

$$Y = 0.614 + 0.267\ X1 + 0.254\ X2 + 0.227\ X3 + e$$

Based on equality the can interpreted as following :

1. The constant value of 0.614 shows that if the variables Digital promotion activity (X1), Quality product (X2), And *Engagement* media social (X3) worth 0, so Decision purchase will be 0.614.
2. Mark coefficient Activity Promotion Digital as big as 0.267 with direction positive, It means every an increase in Digital Promotion Activity by 1 unit will increase Purchasing Decisions by 0.267 units, assuming other variables remain constant.
3. Mark coefficient Quality Product as big as 0.254 with direction positive, It means every improvement Product Quality of 1 unit will increase Purchasing Decision by 0.254 units,

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assuming other variables remain constant.

4. Mark coefficient *Engagement* Media Social as big as 0.227 with direction positive, It means every a 1 unit increase in Social Media Engagement will increase Purchase Decisions by 0.227 units, assuming other variables remain constant.

Coefficient Determination Hypothesis

Determination results that is:

Table 9. Test Coefficient Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.618[a]	.382	.363	4.929

a. Predictors: (Constant), Engagement Media Sosial, Aktivitas Promosi Digital, Kualitas Produk

b. Dependent Variable: Keputusan Pembelian

Source : Results Output SPSS Processed, 2026.

Table 9 shows that the variables of digital promotional activities, product quality, and social media *engagement* own connection Which Enough strong with decision purchase (R = 0.618) as well as capable explains 38.2% of the variation in purchasing decisions, while the remainder is influenced by other factors outside the variables.

Testing Hypothesis In a way Simultan (Test F)

Table 10 Simultaneous Test (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1443.258	3	481.086	19.798	.000[b]
	Residual	2332.742	96	24.299		
	Total	3776.000	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Engagement Media Sosial, Aktivitas Promosi Digital, Kualitas Produk

Source : Results Output SPSS Processed, 2026.

Table 10, seen from mark F count (19,798) > F table (2.68) And probability significance < 0.001< 0.05. This means that Ha is accepted by Ho. rejected, so it is

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concluded that Activity Promotion Digital (X1), Quality Product (X2), *Engagement* Social media (X3), in a way simultaneous influential positive And significant to Purchase Decision (Y).

Testing Hypothesis In a way Partial (Test t)

Testing hypothesis use Test t is :

Table 11. Test Partial (Test t)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.614	3.770		.163	.871
	Aktivitas Promosi Digital	.267	.105	.267	2.536	.013
	Kualitas Produk	.254	.119	.232	2.138	.035
	Engagement Media Sosial	.227	.088	.246	2.567	.012

a. Dependent Variable: Keputusan Pembelian

. Source : Results Output SPSS processed, 2026

Following interpretation test t based on table in on (with assumptions t table ±1.98 on α = 0.05):

1. It is known mark thitung variables Activity Promotion Digital as big as 2,536 > 1.98 And mark Sig. of 0.013 < 0.05. Matter This means Activity Promotion Digital influential positive And significant to Purchase Decision, so that Ha is accepted and H0 is rejected.
2. It is known mark thitung variables Product Quality of 2.138 > 1.98 and mark Sig. < 0.035 < 0.05. Hal This means that Pricing has a positive and significant effect on Purchasing Decisions, so Ha is accepted and H0 is rejected.
3. The calculated t-value of the Social Media *Engagement variable* is 2.567 > 1.98 and the Sig. value is < 0.012 < 0.05. This means that Social Media *Engagement* has a positive and significant effect on Purchasing Decisions, so Ha is accepted and H0 is rejected. Partially, the three independent variables are proven to have a positive and significant effect on Purchase Intention.

DISCUSSION RESULTS STUDY

Influence Activity Promotion Digital Against Decision Purchase

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Activity promotion digital is Wrong One important factors Which influence decision purchase in marketing era modern digital-based. Through platform social media like TikTok And Instagram, activities This is not only used to introduce products but also to increase consumer interest and trust. In this study, digital promotional activities are defined as a series of company efforts to convey product information, display engaging visual content, and build persuasive communication to encourage consumers to make purchasing decisions. Definition This in line with opinion for expert latest, like according to Sampath (2024) Which state that digital marketing is an effort to achieve marketing goals through the use of digital technology and media, and Harefa (2024) explains that digital promotion is a marketing strategy that utilizes various online platforms to promote products while building relationships with consumers.

Influence Quality Product To Decision Purchase

Product quality is an important factor influencing consumer purchasing decisions. Products with good quality tend to be able to meet consumer needs and expectations, thereby increasing satisfaction And trust towards the product the. The more tall the quality that offered, then the more big also possibility consumer For choose And do purchase. In In this research, product quality is defined as the ability of a product to provide optimal performance, have good durability, and be able to provide benefits according to consumer expectations, thus encouraging... the decision occurs purchase. In addition, consistency of quality also plays a role in forming a positive image in mind consumers, where aspects like reliability, suitability with description, and product display become consideration before purchase. When the product Which accepted as per with expectation which is built through promotions, consumer trust will increase and potentially encourage repeat purchases.

This view aligns with recent expert opinion, such as that of Kotler and Keller (2021), who stated that product quality is a product's ability to perform its function to meet consumer needs and provide satisfaction. Furthermore, Tjiptono (2022) stated that product quality reflects the level of excellence a product possesses in consistently meeting consumer desires, thus directly influencing purchasing decisions. Therefore, companies need to maintain and continuously improve product quality to maintain consumer interest and strengthen purchasing decisions.

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Influence Engagement Media Social To Decision Purchase

Social media *engagement is* Wrong One factors that influence decision purchase consumer In the digital era, high levels of interaction, such as liking, commenting, and sharing content, can increase interest and trust. consumer towards the product, because consumers can easily obtain information and see other users' experiences. In this study, social media engagement is defined as the level of consumer involvement in content shared by companies through social media, which reflects existence interaction two direction And capable push decision purchase. Besides That, engagement that tall also expands the reach information and strengthen brand exposure, thereby increasing the consumer's chances of making a purchase. This is in line with the opinion of Ashley and Tuten (2020) who state that involvement on social media reflects response active consumers to digital content Which impact in the relationship with brand, and according to Dwivedi et al. (2021) Which explains that social media engagement play a role important in form trust And influence consumer purchasing behavior.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of research that has been conducted regarding the influence of digital promotional activities, product quality, and social media engagement on purchasing decisions for palm sugar coffee on Kopi Kenangan products in Medan city, the following conclusions can be drawn:

1. Activity Digital Promotion influential positive And significant to decision purchase coffee Palm sugar at Kopi Kenangan in Medan. This shows that the more effective digital promotional activities are, the more consumers' purchasing decisions will increase.
2. Quality Influential products positive And significant to decision purchase coffee and sugar sugar palm at Kopi Kenangan in Medan. This indicates that good product quality can increase consumer trust, thus encouraging purchasing decisions.
3. Media engagement social influential positive And significant to decision purchase coffee palm sugar in Coffee Memory in Medan. The height interaction between consumer And Company through Social media can increase consumer interest and confidence in making purchases.
4. In a way simultaneous, activity promotion digital, quality product, And engagement media social has a positive and significant influence on the purchasing decision of palm sugar coffee at Kopi Kenangan in Medan. This show that third variables the in a way

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Together The same become factor important in improving consumer purchasing decisions.

Suggestion

Based on the results of research on the influence of digital promotional activities, product quality, and social media engagement on purchasing decisions for palm sugar coffee at Kopi Kenangan in Medan, the researchers provide the following suggestions:

For Company

It is recommended that Kopi Kenangan continue to optimize digital promotional activities through various platforms. social media with serve content Which interesting, informative, as well as interactive so that it can increase interest And attention consumers and encourage purchasing decisions. Furthermore, companies are expected to maintain and improve product quality, particularly in maintaining consistent taste, raw material quality, and product appearance to continue to meet consumer expectations. Companies are also advised to increase social media engagement by more actively responding to comments, creating interactive content, and fostering positive relationships with consumers through social media.

For Consumer

Consumers are expected to be able to utilize the information provided through social media and digital promotions. as material consideration before do decision purchase, so that can choose products that suit your needs and preferences.

For Researchers Furthermore

This study has limitations in the number of variables and respondents used. This causes research result just to illustrate conditions on object certain, that is decision purchasing Kopi Kenangan palm sugar coffee in Medan. Therefore, further research needs to expand the scope of the study to gain a broader understanding. Future researchers are advised to add variables other like price, image brand, location, And satisfaction consumer. Besides That, use

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