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The Influence Of Product Innovation And Digital Marketing On Consumer Purchasing Decisions At Cafe B'daun In Ujung Batu District

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Abstract

The growth of cafe businesses has intensified competition and encouraged businesses to strengthen product innovation and digital marketing strategies. This study aimed to examine the partial and simultaneous effects of product innovation and digital marketing on consumer purchase decisions at Cafe B'Daun, Ujung Batu District. This quantitative study employed a survey method involving consumers as the population, with 100 respondents selected through incidental sampling using the Lemeshow formula. Data were collected using a five-point Likert questionnaire and analyzed with SPSS 31.0 through validity and reliability tests, classical assumption tests, multiple linear regression, coefficient of determination, t-test, and F-test. The results showed that product innovation had a positive and significant effect on purchase decisions, while digital marketing had no significant partial effect. Simultaneously, product innovation and digital marketing had a positive and significant effect, with an R^2 value of 0.502. The findings indicate that product innovation is a more dominant factor in influencing consumer purchase decisions at Cafe B'Daun. Therefore, the cafe should prioritize continuous product innovation while improving the effectiveness and interactivity of its digital marketing strategy.

Keywords:Consumer Behavior, Digital Marketing, Product Innovation, Purchase Decision, Small and Medium Enterprises

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INTRODUCTION

A country's economic progress is inextricably linked to the rapid development of technology, including in Indonesia. In the digital era, technology has expanded across various economic sectors and become a crucial tool for industry players to develop their businesses (Berutu et al., 2024). The use of digital technology has also led to increased production and efficiency across various industrial sectors (Soesanto et al., 2024). These developments demonstrate the role of digital technology in supporting economic growth by increasing efficiency and expanding business activities. In line with these developments, the government has provided a regulatory framework and strategic guidelines for the use of digital technology, particularly in economic activities and e-commerce, through Law No. 11 of 200 concerning Information and Electronic Transactions (ICT) and Presidential Regulation No. 74 of 2017 concerning the National Electronic Commerce System Roadmap (Road Ecommerce). The use of digital technology has further encouraged the formation of a more developed digital economy, characterized by the use of cloud technology, mobile technology, and internet access in various economic activities (Romana et al., 2024).

One sector that plays a vital role in the Indonesian economy is micro, small, and medium enterprises (MSMEs). According to data from the Ministry of Cooperatives and SMEs (2024), MSMEs employ more than 97% of Indonesia's workforce, or approximately 117 million workers. This high employment rate demonstrates that MSMEs significantly contribute to job creation and support the national economy. Furthermore, in 2023, MSMEs contributed approximately 61% to Indonesia's Gross Domestic Product (GDP) (Kemenkop UKM, 2024). MSMEs are spread across various sectors, including trade, culinary arts, manufacturing, services, agriculture, transportation, construction, education, health, and others. The trade sector has the largest number of MSMEs, followed by the culinary arts and accommodation sectors. This demonstrates the importance of culinary businesses, as they are closely linked to people's daily needs. In Riau Province, the number of culinary MSMEs also showed an increase from 82,000 businesses in 2018 to 90,500 businesses in 2022. This development was also seen in Rokan Hulu Regency, with the number of culinary MSMEs increasing from 4,200 businesses in 2018 to 4,750 businesses in 2022. This growth shows that the culinary business continues to develop and become one of the business sectors that is in demand by the public.

The growth in the number of culinary MSMEs is also accompanied by increasing business competition, including in the cafe business in Ujung Batu District. Cafe B'Daun

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is one of the culinary MSMEs in Ujung Batu District and was founded by Mr. Santopsing on September 13, 2024. Cafe B'Daun was established with the aim of providing a comfortable place to gather and relax for family and friends, while also creating jobs for the surrounding community. Cafe B'Daun has a strategic location, provides a variety of food and beverage options at affordable prices, and strives to retain customers and attract new consumers through product innovation and digital marketing. However, amidst the competition among cafes in Ujung Batu District, Cafe B'Daun needs to pay attention to its ability to present attractive products while optimally utilizing digital marketing. Product innovation is needed to create menu variations, improve taste quality, improve product appearance, and present special products that can provide a different experience to consumers. On the other hand, digital marketing through social media can be used to convey information about products, promotions, and cafe activities to consumers more easily.

These issues were evident from the results of a pre-survey of five Cafe B'Daun customers. The first customer stated that Cafe B'Daun's product innovation was good because it had a unique and delicious new menu, while digital marketing was considered effective in providing information about the latest promotions and activities. However, the use of social media to interact with customers was still expected to be improved, for example through giveaways or quizzes. The second customer also assessed that Cafe B'Daun presented a creative and attractive menu and provided information about promotions and activities through digital marketing, but it was hoped that food and beverage menu updates could be done more frequently. The third customer assessed that Cafe B'Daun had an interesting marketing concept through singing auditions and product innovation in the form of a menu that was different from other cafes. However, the prices were considered more expensive so that not everyone could visit frequently, while the shelter facilities when it rained were also still inadequate. The fourth customer assessed that the menu variety, attractive presentation, and the existence of signature menus were quite good, but menu updates were not done too often, there were no products that were truly Cafe B'Daun's characteristics, and promotional package innovations such as savings packages, menu bundling, or seasonal menus still needed to be improved. The fifth consumer assessed that Cafe B'Daun's outdoor concept, menu variety, spacious area, and digital marketing were quite good, but the lighting in some areas was still lacking, which could affect visitor comfort.

Based on the results of the pre-survey, several issues related to product innovation and digital marketing at Cafe B'Daun were identified. In terms of product

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innovation, consumers still perceive a lack of menu updates, the lack of truly distinctive products, and limited innovation in promotional packages and convenient facilities. From a digital marketing perspective, the use of social media still needs to be improved, particularly in building interactions with customers and updating product information. This is crucial because consumer purchasing decisions can be influenced by interest in the products offered and information received through marketing activities. Previous research also shows that product innovation and digital marketing have a significant impact on customer purchasing decisions (Yati, 2025). Furthermore, research by Yuliana & Santoso (2021) indicates that digital marketing and product innovation have a significant impact on consumer choices. Therefore, there is a need to understand these conditions more specifically at Cafe B'Daun, particularly regarding the influence of product innovation and digital marketing on consumer purchasing decisions.

This study aims to determine the effect of product innovation on consumer purchasing decisions, determine the effect of digital marketing on consumer purchasing decisions, and determine the effect of product innovation and digital marketing together on consumer purchasing decisions at Cafe B'Daun in Ujung Batu District. This study is important to conduct as an effort to obtain an overview of strategies related to product innovation and digital marketing in facing cafe business competition and to provide input for Cafe B'Daun in increasing sales and attracting consumers. The novelty of this study lies in the focus of the study which specifically analyzes the effect of product innovation and digital marketing on consumer purchasing decisions at Cafe B'Daun in Ujung Batu District, by considering the actual conditions obtained through pre-consumer surveys. The results of the study are expected to be a reference for further research and provide benefits for MSMEs in developing their businesses.

RESEARCH METHODS

This study uses a quantitative approach with a survey method to analyze the influence of product innovation and digital marketing on consumer purchasing decisions at Cafe B'Daun in Ujung Batu District. Quantitative research uses numerical data to answer research questions, measure relationships between variables, and test hypotheses through statistical analysis (Vijayendra & Fantone, 2023). Data collection was conducted through a survey using a questionnaire as a research instrument to Cafe B'Daun consumers. The survey method was used to obtain data from the research sample so that it can describe the relationships and influences between the variables studied (Sari et al., 2023). The variables analyzed consisted of product innovation as the

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first independent variable (X1), digital marketing as the second independent variable (X2), and consumer purchasing decisions as the dependent variable (Y).

The research population comprised all consumers who made purchases at Cafe B'Daun in Ujung Batu District. The exact population size is unknown, so the study employed an unknown population. The sample, a subset of the population with specific characteristics, served as a data source (Tauhid et al., 2024). The sampling technique employed incidental sampling, whereby consumers who met directly and met the research requirements were selected as respondents (Pribowo et al., 2022). The sample size was determined using the Lemeshow formula with a 95% confidence level, a 50% population proportion, and a 10% precision level. Based on these calculations, a minimum sample size of 96 respondents was obtained. To facilitate the research process, the sample size was rounded up to 100 respondents, representing Cafe B'Daun consumers in Ujung Batu District, aged 16 to 50 years.

The research instrument used was a questionnaire with a Likert scale. Research instruments are tools used to systematically collect and measure data so that the data obtained can be used in the analysis process (Jailani, 2023). The questionnaire was compiled based on indicators for each variable, namely product innovation, digital marketing, and purchasing decisions. The product innovation variable (X1) was measured through indicators of new products for the world, new product lines, additions to existing products, and improvements or revisions to existing products. The digital marketing variable (X2) was measured through the level of attractiveness, optimization of curiosity, level of commitment, and level of affinity. Meanwhile, purchasing decisions (Y) were measured through product stability, purchasing habits, recommendations from others, and repeat purchases. Each statement used five alternative answers, namely Strongly Agree with a score of 5, Agree with a score of 4, Neutral with a score of 3, Disagree with a score of 2, and Strongly Disagree with a score of 1.

Data collection was conducted through observation, questionnaires, documentation, interviews, and literature review. Observations were conducted directly at Cafe B'Daun in Ujung Batu District to obtain an overview of the research object's condition. Questionnaires were given to Cafe B'Daun consumers directly and through Google Forms to obtain responses regarding product innovation, digital marketing, and purchasing decisions. Interviews were conducted with Cafe B'Daun owners and consumers to obtain information related to business conditions and consumer experiences. Documentation was conducted by collecting documents or files relevant to the research, while literature review was conducted by utilizing books, e-books,

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academic papers, scientific journals, previous research, and other sources related to the research.

Before being used for research data collection, the instrument was tested through validity and reliability tests. Validity tests were used to determine the instrument's ability to accurately measure the variables being studied (Malik & Priyadi, 2021). Testing was conducted using SPSS 31.0 with the following criteria: if the calculated R value > R table, the statement item is declared valid; if the calculated R value < R table, the statement item is declared invalid. Furthermore, reliability tests were used to determine the instrument's level of reliability and consistency in producing relatively consistent measurements when used repeatedly (Amirrudin & Nasution, 2021).

The research data was analyzed quantitatively using SPSS 31.0. Data analysis was carried out systematically by processing data obtained from questionnaires to identify the relationship and influence between product innovation, digital marketing, and purchasing decisions. Quantitative descriptive analysis was used to describe the research data based on the survey results, while statistical analysis was used to test the research hypotheses (Vijayendra & Fantone, 2023). The analysis used included classical assumption tests, multiple linear regression analysis, coefficient of determination, t-tests, and F-tests.

Classical assumption tests consist of normality tests, multicollinearity tests, and heteroscedasticity tests. The normality test is used to determine whether the residuals in a regression model are normally distributed. The test is performed using the Kolmogorov-Smirnov test in SPSS, with the provision that the residuals are normally distributed if the significance value is greater than 0.05 (Hatem et al., 2022; Alberto et al., 2023). The multicollinearity test is used to determine whether there is a correlation between independent variables in the regression model by looking at the tolerance and VIF values (Nakarmi, 2024). The heteroscedasticity test is used to determine whether there is a difference in residual variance between observations. The regression model is declared not to experience heteroscedasticity if the points on the graph are spread above and below the zero value on the Y-axis (Kumar, 2023).

Multiple linear regression analysis was used to determine the effect of product innovation (X1) and digital marketing (X2) on consumer purchasing decisions (Y). This analysis is used to determine the effect of two or more independent variables on one dependent variable (Ramar, 2023). The multiple linear regression equation in this study is Y = a + b1X1 + b2X2 + e, with Y as consumer purchasing decisions, a as a constant,

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b1 as the regression coefficient of product innovation, X1 as product innovation, b2 as the regression coefficient of digital marketing, X2 as digital marketing, and e as the error.

Hypothesis testing was conducted through the coefficient of determination (R^2) test, t-test, and F-test. The coefficient of determination was used to determine the ability of the independent variable to explain the variation of the dependent variable (Handayani et al., 2023). The t-test was used to determine the partial influence of each independent variable on consumer purchasing decisions (Sureiman & Mangera, 2020). Decision making was carried out based on a 5% significance level, namely if the significance value <0.05 then the independent variable was declared to have an influence on the dependent variable, whereas if the significance value >0.05 then the independent variable was declared to have no influence. Furthermore, the F-test was used to determine the simultaneous influence of product innovation and digital marketing on consumer purchasing decisions. Independent variables were declared to have a simultaneous influence if the calculated F-value > F-table or the significance value <0.05 (Sureiman & Mangera, 2020).

The research procedure was carried out in stages starting from submitting the research title, preparing the proposal and providing guidance for improvement, proposal seminar, data collection, research guidance, comprehensive implementation, revision, and final examination. After the title was determined, the researcher prepared a research proposal containing the background, problem formulation, research objectives, research basis, and the methods used. Next, the proposal was presented in a seminar and revised based on the results of the guidance and proposal seminar. The next stage was data collection through observation, questionnaires, interviews, and documentation at Cafe B'Daun. The collected data were then examined and processed using SPSS 31.0 through instrument testing, classical assumption testing, multiple linear regression analysis, coefficient of determination testing, t-test, and F-test. The results of the analysis were used to determine the effect of product innovation and digital marketing on consumer purchasing decisions at Cafe B'Daun in Ujung Batu District. After the analysis was completed, the researcher provided research guidance, compiled the research results, carried out comprehensive research, made revisions, and completed the research through a final examination.

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RESULT AND ANALYSIS

Respondent Characteristics

1. Characteristics Based on Gender

Table 1. Respondent Characteristics Based on Gender

No	Gender	Respondents	Percentage (100%)
1	Man	27	27%
2	Woman	73	73%
	Amount	**100**	**100%**

Source: Processed Primary Data, 2026

The majority of the sample consisted of 73 female respondents (73%) and 27 male respondents (27%), as shown in Table1.

2. Respondent Characteristics Based on Age

Table 2. Respondent Characteristics Based on Age

No	Age	Respondents	Percentage (100%)
1	16-25	74	74%
2	26-35	16	16%
3	36-50	10	10%
	Amount	**100**	**100%**

Source: Processed Primary Data, 2026

Table 2 The 16–25 age group consists of 74 respondents (74%). Furthermore, 10 respondents (10%) are over 35 years old, while 16 respondents (16%) are between 26 and 35 years old. Therefore, it can be concluded that the majority of respondents are between 16 and 25 years old, while the age group with the fewest number of respondents is over 35 years old.

3. Respondent Characteristics Based on Occupation

Table 3. Respondent Characteristics Based on Occupation

No	Work	Respondents	Percentage (100%)
1	Students	71	71%
2	Private sector employee	18	18%

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3	Self-employed / Entrepreneur	4	4%
4	Farmer	3	3%
5	Not yet working	4	4%
	Amount	**100**	**100%**

Source: Processed Primary Data, 2026

Table 3The survey showed that there were 71 students (71%), 18 private sector employees (18%), 4 entrepreneurs (4%), 3 farmers (3%), and 4 unemployed (4%). The results showed that 71% of the 71 students who visited the cafe to work on assignments or just hang out had the highest percentage of results. This shows how popular the cafe is among students.

Research Data Analysis Techniques

1. Instrument Test

A. Validity Test

Table 4. Results of the Validity Test of the Product Innovation Variable (X1)

Variables	Statement	Rhitung	Rtable	Information
	X1.1	0.639	0.196	Valid
	X1.2	0.632	0.196	Valid
Innovation	X1.3	0.560	0.196	Valid
Product	X1.4	0.612	0.196	Valid
	X1.5	0.425	0.196	Valid
	X1.6	0.641	0.196	Valid
	X1.7	0.684	0.196	Valid
	X1.8	0.679	0.196	Valid

Source: Ms Excel Processed Data, 2026

Table 4 ThingsThis shows that the calculated R value for each statement item in the Product Innovation variable questionnaire is greater than the R table value of 0.196. As a result, it can be confirmed that each element related to the item in the Product Innovation variable is considered valid.

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Table 4.5 Results of the Validity Test of the Digital Marketing Variable (X2)

Variables	Statement	Rhitung	Rtable	Information
	X2.1	0.383	0.196	Valid
	X2.3	0.491	0.196	Valid
	X2.3	0.417	0.196	Valid
Digital	X2.4	0.414	0.196	Valid
Marketing	X2.5	0.357	0.196	Valid
	X2.6	0.327	0.196	Valid
	X2.7	0.410	0.196	Valid
	X2.8	0.389	0.196	Valid
	X2.9	0.399	0.196	Valid
	X2.10	0.426	0.196	Valid

Source: Ms Excel Processed Data, 2026

Table5 shows that the calculated R value for each statement item in the Digital Marketing variable questionnaire is greater than the R table value of 0.196. Therefore, it can be confirmed that each component related to the item in the Digital Marketing variable is considered valid.

Table 6. Results of the Validity Test of Consumer Purchasing Decision Variables (Y)

Variables	Statement	Rhitung	Rtable	Information
	Y.1	0.565	0.196	Valid
	Y.2	0.710	0.196	Valid
	Y.3	0.704	0.196	Valid
Decision	Y.4	0.762	0.196	Valid
Purchase	Y.5	0.620	0.196	Valid
Consumer	Y.6	0.615	0.196	Valid
	Y.7	0.704	0.196	Valid
	Y.8	0.653	0.196	Valid
	Y.9	0.588	0.196	Valid
	Y.10	0.788	0.196	Valid

Source: Ms Excel Processed Data, 2026

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Table6 shows that for each statement item in the Consumer Purchasing Decision variable questionnaire, the calculated R value is higher than the R table value, which is 0.196. Therefore, it can be ensured that each component related to the item in the Consumer Purchasing Decision variable is considered valid.

B. Reliability Test

Table 7. Results of the Reliability Test of the Product Innovation Variable (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.756	8

Source: Processed Data SPSS 31, 2026

Based on Table 7, the results of the reliability test using SPSS version 31 calculations indicate that Product Innovation is reliable because the Cronbach's Alpha value is greater than 0.60, namely 0.756. Consequently, the product innovation variable instrument can be considered reliable. The results of the feasibility study for the digital marketing variable (X2) are presented in the following table.

T

Table 8. Results of the Reliability Test of the Digital Marketing Variable (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.879	10

Source: Processed Data SPSS 31, 2026

Based on Table 8, the reliability test results using SPSS version 31 calculations indicate that digital marketing is reliable, with a Cronbach's Alpha value of 0.879, > 0.60. Therefore, the conclusion obtained is that the digital marketing variable instrument is reliable. The feasibility study for the consumer purchasing decision variable (Y) yielded the following conclusions.

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Table 9. Results of the Reliability Test of Consumer Purchasing Decision Variables (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.862	10

Source: Processed Data SPSS 31, 2026

Test resultsThe reliability in Table 9 using SPSS version 31 calculations shows that consumer purchasing decisions are reliable because the Cronbach's Alpha value is > 0.60, or 0.862. This means that the consumer purchasing decision variable instrument can be considered reliable.

2. Classical Assumption Test

A. Normality Test

Table 10. Results of the Kolmogorov-Smirnov One-Sample Test for Normality

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parametersa,b	Mean		.0000000
	Standard Deviation		3.30900771
Most Extreme Differences	Absolute		.070
	Positive		.070
	Negative		-.060
Test Statistics			.070
Asymp. Sig. (2-tailed)c			.200d
Monte Carlo Sig. (2-tailed)e	Sig.		.257
	99% Confidence Interval	Lower Bound	.245
		Upper Bound	.268
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			

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d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Processed Data SPSS 31, 2026

In 10, it is explained that the regression model in this study is normally distributed, as evidenced by the Asymp Sig significance value of 0.200 > 0.05, meaning that the residual value is also normally distributed.

B. Multicollinearity Test

Table 11. Multicollinearity Test Results

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8,818	4,007		2.201	.030		
	X1	.886	.094	.695	9,427	<,001	.946	1,057
	X2	.031	.045	.051	.687	.494	.946	1,057
a. Dependent Variable: Consumer Purchasing Decision								

Source: Processed Data SPSS 31, 2026

Since the tolerance value is 0.946, which is higher than the 0.1 criterion, Table 4.11 indicates that multicollinearity does not exist. Furthermore, the VIF score of 1.057, which is less than 10, indicates the absence of multicollinearity. Therefore, multicollinearity does not exist in the regression model of product innovation and digital marketing on consumer purchasing decisions, according to the tolerance value and FIV.

C. Heteroscedasticity Test

Table 12. Results of Heteroscedasticity Test

Coefficientsa					
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics

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		B	Std. Error	Beta			Tolerance	VIF
	(Constant)	.420	554		.164	.870		
	X1	.107	.060	.183	1,780	.078	.946	1,057
	X2	-.015	.029	-.054	-.525	.601	.946	1,057
a. Dependent Variable: abs								

Source: Processed Data SPSS 31, 2026

Table 12This illustrates that the digital marketing variable obtained a p-value of 0.601 and the product innovation variable produced a p-value of 0.078. Considering that both p-values are greater than the 0.05 threshold, the conclusion drawn is that the regression model does not show signs of heteroscedasticity.

3. Multiple Linear Regression Test

Table 13. Multiple Linear Regression Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,818	4,007		2.201	.030
	X1	.886	.094	.695	9,427	<,001
	X2	.031	.045	.051	.687	.494
a. Dependent Variable: Consumer Purchasing Decision						

Source: Processed Data SPSS 31, 2026

The following regression equation was generated based on the results of the trials conducted with SPSS software:

Y =8,818+ 0.886 X1 + 0,031X2 + e

Based on the regression equation, the conclusions that can be drawn include:

A. The invariant value is measured at8,818, indicating that in the absence of change in the independent variable, the dependent variable is projected to increase by8,818unit.
B. The regression coefficient corresponding to Product Innovation is determined to be 0.886, which implies that a 1% augmentation in the Product Innovation

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variable (X1), and assuming the constant (a) to be 0 (zero), results in a corresponding increase of +0.886 in consumer purchasing decisions.

C. The regression coefficient of Digital Marketing, which is 0.031, indicates that a 1% increase in the Digital Marketing variable (X2), with the constant (a) also set to 0 (zero), causes a 0.031 increase in the client's purchasing decision.

4. Hypothesis Testing

A. Coefficient of Determination Test (R2 or R Square)

Table 14. Results of the Determination Coefficient Test (R2 or R Square)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.708a	.502	.491	3.34295
a. Predictors: (Constant), Digital Marketing, Product Innovation				

Source: Processed Data SPSS 31, 2026

The R-square value is 0.502, or 50.2%, according to the test findings in Table 14. This indicates that 50.2% of consumer purchasing decisions at Cafe B'Daun are influenced by the independent variables of product innovation and digital marketing. The remaining 49.2% is influenced by additional variables not included in this research methodology.

B. t-test (Partial Regression Coefficient Test)

Table 15. t-Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8.818	4.007		2.201	.030
	X1	.886	.094	.695	9.427	<,001
	X2	.031	.045	.051	.687	.494

a. Dependent Variable: Keputusan Pembelian Konsumen

Source: Processed Data SPSS 31, 2026

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a. The influence of product innovation on consumer purchasing decisions
The t-test findings for the product innovation variable showed a significant value of less than 0.05 (0.001 < 0.05). Consequently, H01 was rejected and Ha1 was accepted. Thus, it can be said that product innovation at Cafe B'Daun has a significant influence on what customers decide to buy.

b. The influence of digital marketing on consumer purchasing decisions
The t-test findings for the digital marketing variable showed a significant value higher than 0.05 (0.494 > 0.05). Consequently, H02 was accepted while Ha2 was rejected. Therefore, it can be said that digital marketing has a minimal impact on Cafe B'Daun customers' purchasing decisions.

C. F Test (Simultaneous Regression Coefficient Test)

Table 16. F Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1091.036	2	545,518	48,815	<,001b
	Residual	1084.004	97	11,175		
	Total	2175.040	99			
a. Dependent Variable: Consumer Purchasing Decision						
b. Predictors: (Constant), Digital Marketing, Product Innovation						

Source: Processed Data SPSS 31, 2026

The test results in Table 16 show that the value is less than 0.05 (0.001 < 0.05). The F table value is 3.09 < the calculated F value of 48.815. Thus, H03 is rejected while Ha3 is accepted, which indicates that the independent variables of product innovation (X1) and digital marketing (X2) simultaneously have a positive and significant influence on the dependent variable of consumer purchasing decisions at Cafe B'Daun.

Table 17. Conclusion of Hypothesis Testing

No	Test Type	Variables	Mark	Information
1	RSquare Test	Product innovation and digital marketing	0.502 (50.2%)	the influence of independent variables

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2	t-test	Product innovation	0.001 < 0.05	have a significant impact
		Digital marketing	0.494 > 0.05	no significant effect
3	F test	Product innovation and digital marketing	0.001 < 0.05 48,815 > 3.09	simultaneously has a positive and significant effect

DISCUSSION

The Influence of Product Innovation (X1) on Consumer Purchasing Decisions (Y)

Reaching a wider consumer base and attracting more customers requires more than just an effective digital marketing strategy; high-quality and innovative products and services are also crucial. Product innovation is a crucial activity for a company. Innovation can provide new products that address customer problems and increase the value of existing products. Innovation must differentiate a product from competitors to attract consumer interest in purchasing. Customers will be satisfied with a company's products if the company is able to innovate, and this will influence customer choices.Purwati, 2024).

The findings of the multiple linear regression analysis prove that consumer purchasing decisions are positively and statistically significantly influenced by product innovation. This is proven by the findings of the t-test results which produced a significance value of less than 0.05 (0.001 <0.05) and a coefficient value of 0.886. Consequently, Ha1 is accepted and H01 is rejected. Thus, it can be said that at Cafe B'Daun, product innovation has a positive influence on customer decisions.

The Department of Management study "The Influence of Product Innovation and Promotion on Purchasing Decisions at Historia Cafe and Royal Kitchen Manna, South Bengkulu" by Anggara et al. in 2023 is consistent with the results of this study. The results in the study showed a significance level of 0.000 <0.05, which proves that H0 is rejected while Ha is accepted. This means that product innovation has a significant impact on purchasing decisions at Historia Cafe and Royal Kitchen Manna, South Bengkulu.

Research by Cici Nurhayati (2024) found that Xiaomi smartphone purchasing decisions were significantly influenced by product innovation, with a significance value of 0.000 <0.05. Therefore, the level of product innovation increases the likelihood of a customer making a purchase.

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Furthermore, a study by Purwanti & Sarwani (2020) found that product innovation at PT. Unilever Indonesia has a significant impact on consumer purchasing decisions, contributing 41.5% and a significance value of 0.000 < 0.05.

The Influence of Digital Marketing (X2) on Consumer Purchasing Decisions (Y)

Social media is a crucial component of digital marketing. Through social media, customers can communicate with businesses and each other through text, photos, radio, audio, and video. Purchasing decisions are known to be influenced by digital marketing. Customers are more likely to purchase items that suit their tastes thanks to digital marketing (Erlangga et al., 2021).

According to the t-test results, customers' purchasing decisions at Cafe B'Daun are not influenced by digital marketing variables. This is supported by the statistical findings of the t-test on the digital marketing variables, which yielded a significance value greater than 0.494 > 0.05. Consequently, H02 is accepted while Ha2 is rejected. Therefore, it can be said that digital marketing has minimal influence on customers' purchasing decisions at Cafe B'Daun.

Digital marketing does not significantly influence purchasing decisions, according to a study conducted by Arief et al. (2024), as evidenced by a t-value of 0.873 and a significance level of 0.385 > 0.05.

In addition, digital marketing obtained a t-value of 1.036 with a significance level of 0.302 > 0.05, indicating no significant impact on purchasing decisions, according to a study by Clarissa et al. (2024).

With a t-value of -0.945 and a significance criterion of 0.347 > 0.05, a comparative study by Sigar et al. (2021) found no significant influence on purchasing decisions.

The Influence of Product Innovation (X1) and Digital Marketing (X2) on Consumer Purchasing Decisions (Y)

Product innovation is a crucial process that enhances the value of a product. Innovation can produce new products that solve problems for consumers. To encourage customers to purchase a product, innovation must differentiate it from competitors. If Cafe B'Daun successfully innovates, customers will be satisfied with its products, which will influence their purchasing decisions. This survey shows that product innovation leads to increased customer purchasing decisions.

Digital marketing can increase consumer interest in making purchases if implemented appropriately, consistently, and in accordance with changing consumer

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preferences. Therefore, Cafe B'Daun should evaluate its digital marketing strategy and make necessary adjustments to improve its ability to influence consumer purchasing decisions, even though digital marketing did not have a significant impact in this study.

The results of the F test show a significance value of 0.001. The hypothesis is approved based on the F test decision-making procedure because of its significance value.is 0.001 < 0.05. These results show that digital marketing (X2) and product innovation (X1) have a significant simultaneous impact on consumer purchasing decisions. Furthermore, the SPSS results show that the product innovation and digital marketing variables have a combined value of 0.502, or 50.2%. Thus, the influence of the independent factors, digital marketing, and product innovation, is 50.2% on consumer purchasing decisions at Cafe B'Daun, which is classified as high. However, the remaining 49.2% is influenced by additional factors not included in the methodology of this study. Nurhayati (2023) defines purchasing decisions as the process of determining consumer decisions that combines knowledge in deciding between two or more existing product alternatives. Various factors influence this, including: product, convenience, price, location, promotion, quality, and service, among others.

The findings of this study align with those of Ambiapuri et al. in 2023, entitled "Product Innovation and Digital Marketing in Influencing Purchasing Decisions at Teras Soreang, Bandung Regency." They found that the combination of product innovation and digital marketing had a significant positive influence on purchasing decisions, with a significance value of 0.000, less than 0.05.

A study conducted by Narta et al. (2024) entitled "The Effect of Digital Marketing Implementation and Product Innovation on Purchasing Decisions at Rotte Bakery, Bukit Barisan Branch, Pekanbaru" further supports these results. Their findings show that digital marketing (X1) and product innovation (X2) have a significant and beneficial impact on purchasing decisions (Y), and both factors have a positive simultaneous influence.

In addition, the study "The Influence of Product Innovation and Digital Marketing on Purchasing Decisions at Burahayu MSMEs in Malang City" by Febrianti et al. (2024) shows that digital marketing and product innovation simultaneously have a beneficial and significant impact on consumer purchasing decisions, with a contribution of 53.5% to the independent variable.

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CONCLUSION

This study shows that product innovation has a positive and significant effect on consumer purchasing decisions at Cafe B'Daun in Ujung Batu District, while digital marketing has no significant effect partially. Simultaneously, product innovation and digital marketing have a positive and significant effect on purchasing decisions, with an R^2 value of 0.502 indicating that both variables are able to explain 50.2% of the variation in purchasing decisions, while the remaining 49.8% is influenced by other factors outside the research model. This finding confirms that Cafe B'Daun's ability to present product variety, updates, quality, and uniqueness is a more dominant factor in driving consumer purchasing decisions than currently implemented digital marketing activities.

The limitations of this study lie in the use of a sample of 100 respondents with an accidental sampling technique and the research object that only focuses on one cafe, so the results cannot be generalized widely to all culinary businesses. Future research is recommended to expand the object and number of respondents and consider other variables such as price, service quality, cafe atmosphere, brand image, promotions, and customer experience. Practically, Cafe B'Daun needs to maintain and improve product innovation through regular menu updates, the creation of unique products, bundling packages, and seasonal menus. Digital marketing strategies also need to be improved by increasing interaction through social media, more engaging content, interactive promotions, and consistent product information updates to make a greater contribution to purchasing decisions.

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