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The Influence Of Product Quality, Brand Image, And Digital Promotion Strategy On Consumer Purchasing Decisions Of Excelso Coffee In Medan

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Abstract

This study aims to analyze the influence of product quality, brand image, and digital promotion strategy on consumer purchase decisions at Excelso Coffee in Medan. The background of this research is based on the increasingly intense competition in the coffee and culinary business in Indonesia, requiring companies to understand factors influencing consumer purchase decisions in order to maintain competitiveness in the market. This research used a quantitative approach with binary logistic regression analysis. The population in this study consisted of all consumers of Excelso Coffee in Medan, with a sample of 100 respondents selected using purposive sampling technique. Data were collected through questionnaires and analyzed using validity tests, reliability tests, and binary logistic regression analysis. The results showed that product quality, brand image, and digital promotion strategy had a positive and significant effect on purchase decisions, both partially and simultaneously. The significance value of each variable was below 0.05. Simultaneous test results showed a significance value of 0.001, indicating that the regression model was feasible to use. The Nagelkerke R Square value of 0.437 indicated that product quality, brand image, and digital promotion strategy explained 43.7% of purchase decisions, while the remaining 56.3% was influenced by other variables outside this study. Based on the research findings, Excelso Coffee is recommended to continuously improve product quality, strengthen brand image, and optimize digital promotion strategies to enhance consumer purchase decisions.

Keywords : Quality Product, Image Brand, Service Quality, Consumer Loyalty.

INTRODUCTION

Business competition in the coffee industry is getting tighter along with The growing trend of coffee consumption among urban communities. Modern lifestyles that

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make coffee a part of social and professional activities have driven the growth of various cafe brands, both local and international. One brand that has managed to maintain its presence amidst the competition the Excelso Coffee is a premium local brand offering a uniquely Indonesian *coffee experience* . In Medan, Excelso has become a go-to choice for consumers seeking top-quality coffee and a comfortable, elegant cafe atmosphere.

In the context of marketing management, consumer purchasing decisions are influenced by various factors that shape their perceptions and preferences for a product. One key factor is product quality, which reflects how well a product meets consumer needs and expectations. According to Kotler and Keller (2019), high product quality can create satisfaction, increase loyalty, and serve as a primary basis for purchasing decisions. At Kopi Excelso, the quality of the coffee beans, flavor, and consistency of presentation are crucial elements in maintaining customer trust.

Furthermore, brand image plays a significant role in shaping consumer perceptions. A strong brand image can create a positive impression and differentiate a brand from its competitors (Aaker, 2020). Excelso is known as a local coffee brand with a strong positioning as a "premium Indonesian coffee brand," highlighting cultural values and the distinctive taste of the archipelago. A strong brand image can be a key consideration for consumers when choosing a product, especially amidst the many alternative coffee shops popping up in Medan, such as Janji Jiwa, Fore Coffee, and Kopi Kenangan.

Furthermore, in today's digital era, digital promotion strategies have also undergone significant transformation. Digital promotion strategies are a crucial factor in attracting consumer attention and building ongoing interactions. Through social media, websites, and *online delivery platforms* like GrabFood and GoFood, Excelso strives to expand its market reach and influence consumer purchasing decisions. According to Chaffey and Ellis-Chadwick (2019), effective digital promotions can increase *brand engagement* and drive *purchase intention* through interactive content and two-way communication with consumers.

By considering these three factors, this research is important to conduct in order to find out how big the "Influence of product quality, brand image, and digital promotion strategy is on consumer purchasing decisions of Excelso Coffee in Medan".

Identification Problem

Based on the background described above, the problem identification in this research is:

1. There are still differences in consumer perceptions regarding the quality of Excelso Coffee products, especially in terms of consistency of taste and presentation at each outlet.

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2. Kopi Excelso's brand image as a premium local coffee brand needs to be continuously strengthened to remain competitive amidst the increasing popularity of other modern coffee shops such as Kopi Kenangan, Janji Jiwa, and Fore Coffee.
3. The implementation of Excelso's digital promotion strategy has not been fully maximized in reaching the younger generation and active social media users in Medan.
4. There are indications that consumer purchasing decisions are not only influenced by product quality, but also by brand image and the effectiveness of the digital promotional strategies implemented.
5. It is not yet known for certain how big the simultaneous and partial influence is between product quality, brand image, and digital promotion strategy.

decision purchase consumer Coffee Excelso in Medan.

Formulation Problem

1. Does product quality have a significant influence on consumer purchasing decisions for Excelso Coffee Medan?
2. Whether image brand influential significant to decision consumers purchasing Excelso Coffee Medan?
3. Whether strategy promotion digital influential significant to consumer purchasing decisions for Excelso Coffee Medan?
4. Whether quality product, image brand and strategy promotion digitally simultaneously influence consumers' purchasing decisions for Excelso Coffee Medan?

Objective Study

1. To analyze the influence of **product quality** on consumer purchasing decisions for Excelso Coffee Medan.
2. To analyze the influence **of brand image** on consumer purchasing decisions for Excelso Coffee Medan.
3. To analyze the influence of **digital promotion strategies** on consumer purchasing decisions for Excelso Coffee Medan.
4. To analyze the influence of product quality, brand image, and digital promotion strategy simultaneously on consumer purchasing decisions for Excelso Coffee Medan.

Benefit Study

1. Benefit Theoretical

The results of this study are expected to enrich studies in management science. marketing, in particular in behavioral field consumer and modern Digital Promotion Strategies .

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2. Benefit Practical

For Management Coffee Excelso Research Field This can become input for party management in evaluating and improving Digital Promotion Strategies, especially in maintaining product quality, strengthening brand image, and optimizing promotional strategies. digital so that more effective in interesting And maintain consumer.

3. Benefit for Researchers

For researchers, this research is a means to develop understanding and analytical skills in the application of marketing management theories, especially in the context of the influence of marketing variables on consumer purchasing decisions.

LITERATURE REVIEW

Understanding Quality Product

Product quality is defined as the overall characteristics of a product. which determines its ability to meet consumer needs and expectations, including aspects of raw materials (coffee beans), consistency of taste, presentation, and cleanliness of presentation (Dinasti, 2024).

Understanding Image Brand

Brand image reflects consumers' perceptions and associations with a brand, both in terms of quality, trust, and symbolic value. Positive feedback can increase customer satisfaction and loyalty. According to Tahir et al. (2024), a strong brand image is proven to have a significant influence on purchasing decisions by increasing satisfaction and trust in the brand.

Understanding Strategy Promotion Digital

Digital promotion strategies encompass marketing activities conducted through digital platforms (social media, online advertising, influencer content, delivery platforms) to build awareness, engagement, and facilitate conversions (purchases). Effective digital promotion can shorten the consumer decision-making process, increase product exposure, and influence perceptions. values and intentions buy—especially on segment consumer Which active in a way online (Zahara, 2024).

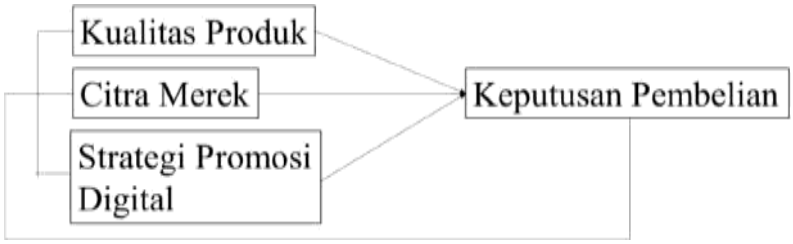
Understanding Decision Purchase

Purchasing decisions are the result of a consumer evaluation process involving needs, available alternatives, perceived risk, and marketing factors (quality product, brand image, promotion). Empirical research on coffee shop consumers shows that product attributes, experience, and digital promotions play a significant role in forming purchasing decisions (Zamborita, 2024).

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Framework Conceptual



Picture 2. 1 Framework Conceptual

Hypothesis Study

Based on framework conceptual on, so can made research hypothesis:

H 1 : There is an influence of product quality on purchasing decisions Excelso Coffee .

H 2 : There is influence image brand to decision purchase towards Excelso Coffee .

H 3 : There is an influence of digital promotional strategies on purchasing decisions for Excelso Coffee.

H 4 : There is influence quality product, image brand, And strategy digital promotion on purchasing decisions for Excelso Coffee.

RESEARCH METHODS

Place And Time Study

This research will be conducted at Excelso Medan, located at Jalan Daughter Green No. 1, Floor GF Riva Park (Deli Park Mall), Medan West, City Medan, North Sumatra. The research period is August 2025–November 2025.

Approach Study

The research approach that will be used is an approach quantitative. The quantitative approach is a research method used test a particular theory by examining the relationship between variables (Siroj *Et al* ., 2024).

Population And Sample Study

According to Sugiyono (2018), a population is a complete collection of all elements that meet certain criteria to be used as research subjects. The population of this research is all Excelso Coffee customers who are in Medan area. Sample is part from population Which chosen For represent the entire population in research, samples will be taken from Excelso Coffee customers Medan Which fulfil criteria certain, like frequency purchase, age, And location geographical.

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Type And Source Data

The type of data used in this study is quantitative data. Quantitative data is data in the form of numbers and can be measured numerically (Amilia, 2017). There are two types of data sources used in this study:

1. Primary data sources are data collected directly by researchers from respondents or research objects to answer research questions (Santoso and Nugroho, 2022).
2. Secondary data sources are data collected from documents or sources. that existed previously. This data is usually processed by other parties before being used by researchers (Pratama, 2023).

Definition Operational Variables

Table 1. Operational Definition of Variables

Variables	Definition Operational	Indicator	Scale Measuring	Source Reference
Quality Product (X1)	Perception consumers regarding the product's ability to meet needs through certain quality standards	1. Flavor And aroma coffee 2. Product appearance and texture 3. Consistency quality 4. Security raw materials 5. Suitability with price	Likert 1–5	Kotler & Keller (2020)
Image Brand (X2)	Consumer perception of brands based on experiences and associations that attached to Excelso Coffee	1. Brand reputation 2. Popularity brand 3. Brand uniqueness 4. Trust consumer towards brand 5. Prestige and symbolic value	Likert 1–5	Keller (2021)
Strategy Digital Promotion (X3)	Marketing efforts through digital media to attract And influence consumers	1. Social media (Instagram, TikTok) 2. Promotional content (photos/videos) 3.	Likert 1–5	Chaffey & Smith (2019)

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		Online promotions & discounts 4. Influencers Marketing 5. Interaction with online customers		
Decision Purchase (Y)	consumer choices to purchasing Excelso Coffee products	1. Introduction need 2. Search information 3. Evaluation alternative 4. confidence 5. Repurchase intentions and actions	Likert 1–5	Kotler & Armstrong (2018)

Test Quality Data

Test Validity

Herlina (2019:57), "The validity test shows the level of validity of the measurement results of a questionnaire." Priyatno (2018:21), if the value is positive and r count > r table (0.361), the item can be declared valid and vice versa. If the calculated r value < r table, the item is declared invalid.

Test Reliability

According to Herlina (2019:60), decision making in reliability testing can use the Cronbach's Alpha category, where a value of 0.60–0.79 indicates acceptable reliability. Analysis Regression Linear Multiple

According to Priyatno (2018:107), "Multiple regression analysis is an analysis to determine whether or not there is a significant partial influence. or simultaneously between two or more independent variables on one dependent variable."

Equality regression:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$

Information:

Y = Purchase Decision (dependent variable) X_1 = Product quality (independent variable)

X_2 = Image Brand (variable independent)

X_3 = Strategy Promotion (variable independent)

a = Constant

b = Coefficient regression

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Technique Analysis Data

Test Assumptions Classic

Test Normality

According to Priyatno (2018:127), the output of the Normal Probability Plot of Regression can be used to see the normal distribution, where if the data points follow the diagonal line, then the data is considered to be normally distributed. According to Priyatno (2018:130), test normality Also can done with method One Kolmogorov-Smirnov, with criteria:

1. If mark significance > 0.05, so data distributed normal
2. If mark significance < 0.05, so data No distributed normal

Test Multicollinearity

According to Priyatno (2018:134), "Multicollinearity tests are generally carried out with see Tolerance and Variance values Inflation Factor (VIF) on regression model, where the VIF value < 10 and the Tolerance value > 0.1."

Test Heteroscedasticity

According to Priyatno (2018:136), "Heteroscedasticity is a condition in which in a regression model there is an inequality of variance from the residuals from one observation to another. A good regression model is one in which heteroscedasticity does not occur."

Testing is done using a **Scatterplot graph** , where if the points spread randomly and do not form a particular pattern, then heteroscedasticity does not occur.

Coefficient Determination (Adjusted R^2)

According to Priyatno (2018:115), Adjusted R Square is an adjusted R Square, which is used to measure how much contribution there is. independent variables on the dependent variable in a regression with more than one independent variable.

Test Hypothesis Study

Test Partial (Test t)

According to Priyatno (2018:121), "The t-test is used to find out whether "Partially, the independent variable has a significant effect on the dependent variable." Testing use level significance 0.05 with criteria: H_a is accepted if thitung > ttable

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Test Simultan (Test F)

According to Priyatno (2018:119), "The F test is used to determine whether the independent variables simultaneously have a significant effect on the dependent variable." With a significance level of 0.05; H_a is accepted if F count > F table

RESULTS

Test Validity And Reliability

Table 2. Results Test Validity Variables

Variables	Mark Test Validity	Mark Significance	Results	Strategy Marketing	0.280	0.279	Valid
Quality Product	0.359	0.279	Valid		0.366	0.279	Valid
	0.580	0.279	Valid		0.461	0.279	Valid
	0.307	0.279	Valid		0.535	0.279	Valid
	0.294	0.279	Valid		0.401	0.279	Valid
	0.512	0.279	Valid		0.429	0.279	Valid
	0.332	0.279	Valid		0.468	0.279	Valid
	0.400	0.279	Valid		0.307	0.279	Valid
	0.365	0.279	Valid		0.313	0.279	Valid
	0.439	0.279	Valid		0.395	0.279	Valid
	0.523	0.279	Valid	Decision Purchase	0.527	0.279	Valid
Brand Image	0.443	0.279	Valid		0.307	0.279	Valid
	0.460	0.279	Valid				
	0.376	0.279	Valid		0.306	0.279	Valid
	0.282	0.279	Valid		0.375	0.279	Valid
	0.375	0.279	Valid		0.527	0.279	Valid
	0.370	0.279	Valid		0.287	0.279	Valid
	0.410	0.279	Valid		0.375	0.279	Valid
	0.291	0.279	Valid		0.459	0.279	Valid
	0.462	0.279	Valid		0.618	0.279	Valid
	0.559	0.279	Valid		0.518	0.279	Valid

Based on the validity test, it appears to have a value exceeding the rtable equation (0.2381) where the significance is less than 0.05. It can be concluded that each variable tested has fulfilled the requirements . validity. As for testing the resulting reliability, namely:

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Table 3. Results Test Reliability Variables

Variables	Mark Test Reliability	Results
Quality Product	0.720	Reliable
Image Brand	0.810	Reliable
Strategy Digital Promotion	0.863	Reliable
Buying decision	0.857	Reliable

Based on the findings *of the Cronbach's alpha value,* where the value exceeds 0.60, it is understood that all the variables tested have met the reliability requirements.

Test Regression Logistics Binary

Table 4. Sample study

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	100	100.0
	Missing Cases	0	.0
	Total	100	100.0
Unselected Cases		0	.0
Total		100	100.0

a. If weight is in effect, see classification table for the total number of cases.

The Case Processing Summary table shows that all data used in this study, as many as 100 respondents, have been successfully processed. included in the analysis process. This is evident in the "Included in Analysis" column, which lists 100 cases, representing 100.0%.

There were no missing cases, which means all respondents provided answers. complete to all over instrument Which given. With Thus, the data No experience lost mark or emptiness Which can interfere with the validity of the analysis results.

Table 5. Category Variables Dependent

Dependent Variable Encoding

Original Value	Internal Value
Tidak melakukan pergantian auditor	0
Melakukan pergantian auditor	1

The dependent variable has 2 categories, namely not changing auditors (0) and changing auditors (1).

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Table 6. Block 0 - Beginning Block

Iteration History[a,b,c]

Iteration		-2 Log likelihood	Coefficients Constant
Step 0	1	64.110	.640
	2	64.104	.663
	3	64.104	.663

a. Constant is included in the model.
b. Initial -2 Log Likelihood: 64.104
c. Estimation terminated at iteration number 3 because parameter estimates changed by less than .001.

The first iteration shows a -2 Log Likelihood value of 64.110, then decreases to 64.104 in the second iteration, and remains stable in the third iteration. This stabilization shows that the parameter change in the third iteration is less than 0.001, so the system stops the iteration because of the estimated results has reached the level of convergence. This is reinforced by the note below table (c) which states that the estimation was stopped at the third iteration because the change in the parameter estimates was very small.

Mark coefficient constant (intercept) Also experience A little change, from 0.640 in the first iteration to 0.663 in the second and third iterations. This reflects mark logit beginning from model without predictor, Which only based on baseline probability. The initial -2 Log Likelihood value (64.104) will later be will compared to with mark -2LL on Block 1, when all independent variables are included. If the value decreases significantly, it means model with predictor own ability prediction Which more Good.

Value -2 Log Likelihood < Chi Square Table (64.104 < 66.338) concludes model before entered variables X has fulfil condition test.

Table 7. Test T (wald)

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	.663	.299	4.936	1	.002	1.941

Based on the tests carried out before variable X was entered into the model, the B value (Beta Coefficient) was 0.663 with Odds Ratio/Exp (B) is 1.941 and the Sig. value of the Test Wald is 0.002. If < 0.05 then the influence of the variable is significant.

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Table 8. Results regression logistics after all variables entered

Iteration History[a,b,c,d]

Iteration		-2 Log likelihood	Coefficients Constant	X1_Perilaku_Konsumen	X2_Harga	X3_Kualitas_Produk
Step 1	1	61.584	-16.154	.121	.137	.112
	2	61.484	-19.403	.152	.160	.131
	3	61.483	-19.566	.153	.161	.132
	4	61.483	-19.566	.153	.161	.132

a. Method: Enter

b. Constant is included in the model.

c. Initial -2 Log Likelihood: 64.104

d. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

If the value of -2 Log Likelihood < Chi Square, the table concludes that The model before the independent variable was entered had met the test requirements. If the value of -2 Log Likelihood > Chi Square, the table concludes that the model before entering variables independent No fulfil condition test. Chi Square table The value obtained is 62.826. Based on the table, if the value of -2 Log Likelihood < Chi Square (61.483 < 62.826) so it can be concluded that the model after entering the X variable has met the test requirements.

Table 9. Test F simultaneous

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	2.620	3	.001
	Block	2.620	3	.001
	Model	2.620	3	.001

If Sig. < 0.05 → The regression model is significant, meaning that the set of X variables contributes significantly in predicting the Y variable (Purchase Decision, for example). If Sig. > 0.05 → The model is not significant, meaning that there is no increase in predictive ability even though the X variable is included. Based on the results of the *Omnibus Tests of Model Coefficients table* , the Sig. value is obtained = 0.001. Because the significance value is <0.05, the overall logistic regression model is declared worthy And significant in predict variables Buying decision .

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Table 10. Coefficient determination (R^2)

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	61.483[a]	.351	.437

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Based on results table *Model Summary* , mark Nagelkerke R The α-square value is 0.437, indicating that approximately 43.7% of the variability in Purchase Decisions can be explained by the logistic regression model, which includes the variables Product Quality, Brand Image, and Digital Promotion Strategy. The remaining 56.3% is explained by other factors outside the model. Thus, this model has quite good predictive power.

Table 11. Test F (ANOVA) special regression logistics binary.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	11.797	8	.161

If sig. > 0.05 → the model is good, because there is no significant difference between the predicted and observed values (the model fits well). If sig. < 0.05 → the model is not good, because there is a significant difference (the model does not fit the data). Based on The results of *the Hosmer and Lemeshow Test* table show a Sig. value of 0.161. Since the significance value is > 0.05, the model is good, as there is no significant difference between the values. prediction and observation (fit model) Purchase Decision.

Table 12. Test Hypothesis

	B	SE	Wald	df	Sig.	Exp(B)
X1	153	197	607	1	2	1,166
X2	161	142	1,290	1	1	1,175
X3	132	159	685	1	2	1,141
Constant	- 19,566	13,577	2,077	1	47	0
a. Variable(s) entered on step 1: X1, X2, X3.						

Based on the results of the binary logistic regression analysis displayed in *the Variables in the Equation table* , it is known that that all independent variables In this study, namely Product Quality (X1), Brand Image (X2), and Digital Promotion Strategy

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(X3), have a significant influence on the dependent variable, that is Decision Purchase. Matter This proven through significance value (Sig.) from each variables Which is at in lower significance threshold of 0.05. The significance value for the Product Quality variable is as big as 0.002, For variables Strategy Promotion Digital as big as 0.001, and for the product quality variable it is 0.002. Thus, the three hypotheses proposed in this study, namely H1, H2, and H3, can accepted.

More carry on, mark coefficient regression (B) from third variables The values are 0.153 for Product Quality, 0.161 for Brand Image, and 0.132 for Digital Promotion Strategy, respectively. These values indicate a positive relationship between the independent variables and Purchase Decisions, meaning that the higher the perception value for each independent variable, the greater the likelihood that consumers will do purchase.

To strengthen the interpretation mentioned, the value can also be seen Exp(B) or odds ratio, which shows the magnitude of the change in the probability of a Purchase Decision due to a one-unit change in the independent variable. The Exp(B) value for Product Quality is 1.166, which means that every one-unit increase in perceived Product Quality will increase the probability of a Purchase Decision by 16.6%, assuming other variables remain constant. Meanwhile That, mark Exp(B) For Image Brand is 1,175, which indicates that an increase in positive perception of Brand Image by one unit will increase the probability of a Purchase Decision by 17.5%. The Exp(B) value for the Digital Promotion Strategy is 1.141, which indicates that an increase in perception of product quality by one unit will increase the probability of a Purchase Decision by 14.1%.

Overall, these findings indicate that all three independent variables in the binary logistic regression model have a statistically significant effect. on Purchasing Decisions, and the model used has successfully captured this influence. Therefore, these results confirm that the factors Product Quality, Brand Image, and Digital Promotion Strategy is an important determinant in influencing Decision Purchase.

DISCUSSION

The Influence of Product Quality (X1) on Purchase Decisions (X4) for Excelso Coffee

Results study show that Quality Product have influence Which significant to Decision Purchase Coffee Excelso. The significance value of 0.002 (< 0.05) confirms that statistically there is a strong relationship between level of consciousness brand and loyalty customer. The positive regression coefficient (B = 0.153) indicates that the higher the consumer's positive perception of product quality, the more likely they are to purchase Excelsoe Coffee products. That, mark odds ratio (Exp(B)) as big as 1,166

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show that Each one unit increase in Product Quality has the potential to increase the probability of a Purchase Decision by 16.6%.

Product quality itself encompasses aspects such as personal preferences, social influences, and brand loyalty tendencies. Consumers who feel a coffee product aligns with their lifestyle tend to have stronger confidence in their purchasing decisions. from person closest, exposure media social, as well as Previous consumption experiences also contribute to forming purchase intentions. This finding is in line with Hasan's (2020) view, which explains that quality Product influenced by combination factor psychological, social, And personal.

The Influence of Brand Image (X2) on Purchase Decisions (X4) of Excelso Coffee

Brand Image is an important variable that influences Purchasing Decisions. Results test regression logistics show influence significant Brand Image on loyalty with a significance value of 0.001 (<0.05) and a regression coefficient positive 0.161, which means improvement perception positive to Brand Image increases the likelihood of purchase. The Exp(B) value of 1.175 indicates that every one unit increase in perceived Brand Image increases the likelihood of purchase. opportunity Decision Purchase as big as 17.5%. Consumers tend to be more loyal to brands that are perceived to have a good reputation, trusted quality, and relevant to their lifestyle, as shown by the Excelsoe Coffee Brand Image in the market.

In addition, promotional activities, brand communications, and consumption experiences play a role in shaping the perception of Brand Image, so that consumers feel they are getting mark plus. Strategy management Image Brand Which consistent and relevance allows Kopi Excelsoe to attract various consumer segments, increase purchasing interest, and strengthen loyalty. This finding is in line with the opinion of Ananda et al. (2020), who stated that Brand Image reflects the values and trust felt by consumers, so that good Brand Image management is the key to maintaining customer loyalty.

The Influence of Digital Promotion Strategy (X3) on Decisions Purchase (X4) at Kopi Excelso

Digital Promotion Strategy is an important factor influencing purchasing decisions. Research results show that Digital Promotion Strategy Digital has a significant influence on loyalty with a significance value of 0.002 and a positive regression coefficient of 0.132, which means that a positive perception of the Digital Promotion Strategy increases the likelihood of purchasing. The odds ratio value (Exp(B) = 1.141) shows that every one unit increase in the perception of the Digital Promotion Strategy increases the likelihood of a Purchase Decision by 14.1%.

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Consumers tend to choose products with Digital Promotion Strategies which is commensurate with the quality and benefits received. Excelsoe Coffee is considered to have a competitive digital promotion strategy, in line with consumer expectations. And give experience positive through product Which consistent and attractive packaging. Determining the right digital promotion strategy and competitive This strengthen trust, increase satisfaction, and encourages purchasing decisions, thus supporting hypothesis H3 that Digital Promotion Strategy plays an important role in Excelsoe Coffee Purchasing Decisions.

The influence of product quality (X1), brand image (X2), and digital promotion strategy (X3) together influence purchasing decisions (X4) at Kopi Excelso

The results of the logistic regression analysis show that the three independent variables, that is Quality Product, Image Brand, And Strategy Promotion Digital simultaneously has a significant influence on purchasing decisions. This is supported by the results of the Omnibus Test with a significance value of 0.001, indicating that the logistic regression model is suitable for predicting purchasing decisions. Furthermore, the Nagelkerke R Square value of 0.437 indicates that the model can explain 43.7% of the variation in purchasing decisions, while the remainder is influenced by other factors not included in the model.

Individual analysis also shows that each variable is significantly partial (X1 = 0.002; X2 = 0.001; X3 = 0.002), confirms that Product Quality, Brand Image, and Digital Promotion Strategy not only play a role individually, but also simultaneously provide an important contribution to Purchasing Decisions. The results of the Hosmer and Lemeshow Test with a significance value of 0.161 indicate that the model has a good fit, so that the resulting predictions can be relied upon for managerial decision making. These findings provide a basis for Kopi Excelsoe management to design a holistic marketing strategy, by integrating psychological, economic, and product quality aspects. Strategies such as experience-based marketing customer, offer Strategy Promotion Digital competitive, and high-quality product innovation are relevant for maintaining and expanding the customer base. This study supports hypothesis H4 that all three variables simultaneously have a significant influence on Excelso Coffee Purchase Decisions.

CONCLUSION

From the research findings related to "The Influence of Product Quality, Brand Image, and Digital Promotion Strategy on Purchasing Decisions at Excelso Coffee" then the conclusion is:

1. Product quality influences customer purchasing decisions for Excelso Coffee.
2. Brand image influences customer purchasing decisions for Excelso Coffee.

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3. Digital Promotion Strategy influences customer purchasing decisions for Excelso Coffee.
4. Product Quality, Brand Image, and Digital Promotion Strategy influence customer purchasing decisions for Excelso Coffee.

Suggestion

The suggestions based on research findings related to "The Influence of Product Quality, Brand Image, and Digital Promotion Strategy on Purchasing Decisions at Kopi Excelso" are:

1. For Nelayan Kafe, it is recommended that the company continue to improve service quality, product quality, and digital promotional strategies to maintain and increase customer loyalty. Furthermore, the company needs to focus on product innovation and the in-store customer experience to remain competitive.
2. For future researchers, it is recommended to increase the sample size and expand the research variables, such as customer satisfaction, brand image, service quality, or purchasing decisions, to provide more comprehensive results. Further research can also be conducted on different objects or regions to obtain broader comparisons of results .

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