The Influence of Digital Marketing and Service Quality on The Purchase Decision of Selangit Coffee Products With Customer Satisfaction as A Moderation Variable

Yuni Apri Yani[1*], Dheo Rimbano[2], Ade Famalika[3]

[1,2,3]Bina Insan University, Bekasi, 17114, West Java, Indonesia

Email

yuniapriani1508@gmail.com[1], dheo_rimbano@univbinainsan.ac.id[2], adefamalika@univbinainsan.ac.id[3]

Abstract

Kopi Selangit products are a popular choice among consumers, supported by the implementation of digital marketing and good service quality. This study aims to analyze the influence of digital marketing and service quality on purchasing decisions for Kopi Selangit. with customer satisfaction as a moderating variable. Quantitative data were obtained from an online questionnaire filled out by 40 respondents of Kopi Selangit consumers. Data analysis used Smart PLS 3.0. The results showed that digital marketing and service quality have a positive and significant effect on purchasing decisions. Customer satisfaction also has a significant effect on purchasing decisions. However, customer satisfaction does not moderate the relationship between digital marketing and service quality on purchasing decisions. This finding underscores the importance of digital marketing and service quality in driving purchasing decisions, although not through customer satisfaction moderation. Companies are advised to continue to improve service quality and digital marketing strategies to strengthen customer satisfaction and purchasing decisions.

1. Introduction

The development of information and communication technology has had a significant impact on the business world, especially in the field of marketing. Digital marketing, as a technology-based marketing strategy, has become a primary need for business actors, including in the food and beverage industry. With the increasing use of the internet driven by the presence of smartphones, digital marketing makes it easier for businesses to reach a wider market effectively and efficiently. However, many business actors, especially MSMEs, have not fully realized the potential of digital marketing in supporting their business growth (Wati, Martha, 2020).

One product that continues to increase in popularity is coffee, which is loved by various groups of people. Kopi Selangit, as one of the local coffee brands, has great potential to compete in a very competitive market. In its efforts to increase competitiveness, Kopi Selangit does not only rely on digital marketing strategies, but also superior service quality to influence consumer purchasing decisions and build customer loyalty.

Digital marketing provides an opportunity for Kopi Selangit to increase brand awareness and attract consumer attention. Social media such as Instagram, Facebook, and YouTube are the main platforms for digital marketing campaigns that allow the creation of attractive visual content, such as videos and reviews from customers and influencers. Previous studies have shown that digital marketing has a significant influence on consumer purchasing decisions. Research by Jasumin (2022) revealed that digital marketing has a positive effect on purchasing decisions with a high level of significance, providing an important basis for the analysis in this study.

In addition, service quality is also an important factor that influences purchasing decisions. Friendly, responsive service that meets consumer expectations can create customer loyalty and increase the likelihood of repeat purchases (Bago et al., 2022). Inconsistent or unmet service quality is often a challenge for businesses like Kopi Selangit, especially in maintaining a positive customer experience at every point of interaction.

Consumer purchasing decisions are highly dependent on their perceptions of the quality of the products and services provided. Witjaksono's study (2023) emphasized that purchasing decisions are the result of various factors that motivate consumers to choose a product or service. In this context, customer satisfaction is an important variable that plays a moderating role in strengthening the relationship between digital marketing, service quality, and purchasing decisions. Customer satisfaction is determined by the extent to which product or service performance meets or exceeds customer expectations (Tampanguma et al., 2022).

Although digital marketing can increase product visibility, purchasing decisions are ultimately still influenced by the quality of the consumer experience. Therefore, it is important for Kopi Selangit to design a digital marketing strategy that is relevant to the target audience, as well as ensuring that the quality of the product and service is in accordance with the perception built through the digital marketing campaign.

Based on this background, this study aims to analyze:

a. The influence of digital marketing on purchasing decisions for Kopi Selangit products.
b. The influence of service quality on purchasing decisions for Kopi Selangit products.
c. The influence of digital marketing on customer satisfaction of Kopi Selangit products.
d. The influence of service quality on customer satisfaction of Kopi Selangit products.
e. The influence of customer satisfaction on purchasing decisions for Kopi Selangit products.
f. The influence of digital marketing on purchasing decisions for Kopi Selangit products with customer satisfaction as a moderating variable.
g. The influence of service quality on purchasing decisions for Kopi Selangit products with customer satisfaction as a moderating variable.

This research is expected to provide insight into effective digital marketing strategies and service quality to improve purchasing decisions, customer satisfaction, and loyalty to the Kopi Selangit brand.

2. Literature Study

Digital Marketing

Digital marketing is a marketing strategy that uses digital channels to promote products or services to consumers. This includes various platforms such as social media, websites, email, search engines, and mobile applications. Digital Marketing is a general term for targeted, measurable, and interactive marketing of goods or services using digital technology. The main purpose of digital marketing is to promote brands, shape preferences and increase sales traffic through several digital

marketing techniques. Another term for digital marketing is online marketing or internet marketing. Digital marketing is actually almost similar to marketing in general. However, what makes it different is the tools used (Wati, Martha, 2020).

Quality of Service

Service quality is the level of expected excellence and control over that level of excellence to meet customer desires. There are factors that influence the quality of a service, namely expected service and perceived service. Service quality can be understood as any activity or benefit provided by one party to another party that is basically intangible and does not result in ownership of something (Bago et al., 2022).

Buying decision

Purchase decision is the stage in the buyer decision-making process where the consumer actually makes a purchase. Decision making is an individual activity that is directly involved in obtaining and using the goods offered. Another definition of a purchase decision is a buyer's decision about which brand to buy. Consumers can form an intention to buy the most preferred brand. Purchase decision is a decision-making process for purchasing that includes determining what to buy or not to buy Kotler & Amstrong (Panji Ragatirta & Tiningrum, 2020).

Customer satisfaction

Customer satisfaction is the centerpiece of the marketing concept. It is now common for corporate missions to be based on customer satisfaction, marketing plans and incentive programs to have customer satisfaction targets and goals, and customer communications to voice rewards for achieving customer satisfaction. (Mabrur et al., 2022).

Hypothesis

Hypothesis is a temporary answer to the formulation of research problems, where the formulation of research problems has been stated in the form of a statement (Sugiyono, 2019). Based on the framework of thought, the hypothesis in this study is as follows:

H1:   Digital marketing has a significant influence on purchasing decisions for Kopi Selangit products.
H2:   Service quality has a significant influence on purchasing decisions for Kopi Selangit products.
H3:   Digital marketing has a significant influence on customer satisfaction of Kopi Selangit products.
H4:   Service quality has a significant effect on customer satisfaction of Kopi Selangit products.
H5:   Customer satisfaction has a significant influence on purchasing decisions for Kopi Selangit products.
H6:   Digital marketing has a significant influence on purchasing decisions for Kopi Selangit products with customer satisfaction as a moderating variable.
H7:   Service quality has a significant influence on purchasing decisions for Kopi Selangit products with customer satisfaction as a moderating variable.

3. Research Design and Method

This type of research is quantitative research with a survey approach to analyze the influence of digital marketing and service quality on purchasing decisions, with customer satisfaction as a moderating

variable. This research was conducted on Kopi Selangit consumers.

The research data was obtained through an online questionnaire distributed to Kopi Selangit consumers. The number of respondents in this study was 40 people, selected using purposive sampling technique, which is a sampling technique based on certain criteria. The respondent criteria are consumers who have made a purchase at least once and have direct experience with Kopi Selangit products and services.

The questionnaire instrument was designed based on a 5-point Likert scale, with indicators that have been adjusted from previous studies. Data collection was carried out over a certain period to ensure representative results. Data analysis was carried out using the Partial Least Squares (PLS) method with the help of Smart PLS 3.0 software. PLS is used to test the direct influence of digital marketing and service quality on purchasing decisions, as well as to test the moderating effect of customer satisfaction. Before the analysis, validity and reliability tests were carried out to ensure that the measurement instrument was suitable for use.

This approach was chosen because it can provide a comprehensive picture of the relationship between variables in the study, while also testing moderation effects with high accuracy.

4. Results and Discussion

Validity & Reliability Test
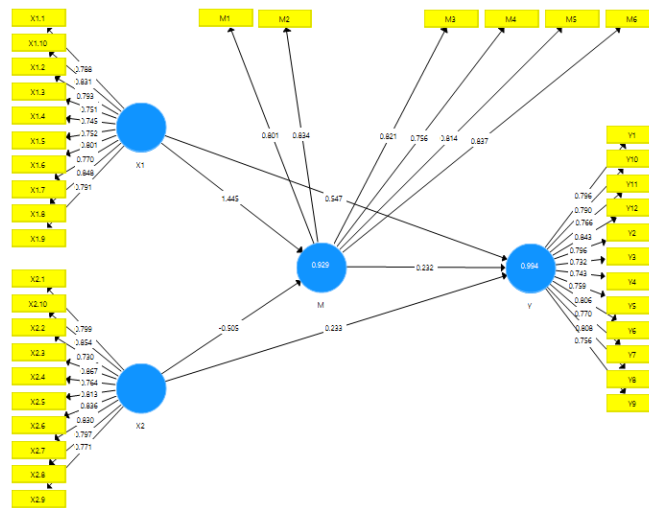
Figure 1. Path Diagram Outer Model
Source: Author's Data Processing, 202 5

Convergent Validity Test

Table 1. Outer Loadings Results

Indicator	M	X1	X2	Y
M1	0.801			

M2	0.834		
M3	0.821		
M4	0.756		
M5	0.814		
M6	0.837		
X1.1		0.788	
X1.10		0.831	
X1.2		0.793	
X1.3		0.751	
X1.4		0.745	
X1.5		0.752	
X1.6		0.801	
X1.7		0.770	
X1.8		0.848	
X1.9		0.791	
X2.1			0.799
X2.10			0.854
X2.2			0.730
X2.3			0.867
X2.4			0.764
X2.5			0.813
X2.6			0.836
X2.7			0.830
X2.8			0.797
X2.9			0.771
Y1			0.796
Y10			0.790
Y11			0.766
Y12			0.843
Y2			0.796
Y3			0.732
Y4			0.743
Y5			0.759
Y6			0.806
Y7			0.770
Y8			0.808
Y9			0.756

Source: Author's Data Processing, 202 5

The table above presents the results of outer loadings used to test the convergent validity of each indicator against the measured variables. Based on the convergent validity criteria, an indicator is declared valid if it has an outer loading value of more than 0.7. In the variables of digital marketing, service quality, purchasing decisions, and customer satisfaction, all indicators in the model show outer loading values

above 0.7. Thus, all indicators meet the convergent validity criteria and are suitable for further analysis.

Average Variance Extracted (AVE) Test

Table 2. Data Results of AVE (Average Variance Extracted) Test Values

Variables	AVE
Digital Marketing (X1)	0.685
Service Quality (X2)	0.620
Purchase Decision (Y)	0.651
Customer Satisfaction (M)	0.610

Source: Researcher Test Results, 2025

Discriminant Validity Test

Table 3. Cross Loading Results

	M	X1	X2	Y
M1	0.801	0.803	0.723	0.796
M2	0.834	0.794	0.764	0.796
M3	0.821	0.713	0.607	0.732
M4	0.756	0.749	0.706	0.743
M5	0.814	0.803	0.789	0.803
M6	0.837	0.781	0.759	0.811
X1.1	0.772	0.788	0.711	0.774
X1.10	0.819	0.831	0.817	0.817
X1.2	0.811	0.793	0.773	0.786
X1.3	0.836	0.751	0.636	0.758
X1.4	0.731	0.745	0.706	0.735
X1.5	0.685	0.752	0.742	0.767
X1.6	0.730	0.801	0.800	0.810
X1.7	0.692	0.770	0.780	0.773
X1.8	0.745	0.848	0.826	0.829
X1.9	0.687	0.791	0.844	0.782
X2.1	0.761	0.801	0.799	0.813
X2.10	0.738	0.810	0.854	0.811
X2.2	0.664	0.740	0.730	0.748
X2.3	0.768	0.859	0.867	0.860
X2.4	0.675	0.736	0.764	0.752
X2.5	0.768	0.841	0.813	0.827
X2.6	0.676	0.775	0.836	0.773
X2.7	0.779	0.825	0.830	0.826
X2.8	0.691	0.727	0.797	0.712
X2.9	0.689	0.683	0.771	0.691
Y1	0.801	0.803	0.723	0.796
Y10	0.787	0.798	0.795	0.790
Y11	0.802	0.728	0.697	0.766
Y12	0.775	0.848	0.882	0.843
Y2	0.834	0.794	0.764	0.796

Y3	0.821	0.713	0.607	0.732
Y4	0.756	0.749	0.706	0.743
Y5	0.675	0.739	0.739	0.759
Y6	0.744	0.798	0.767	0.806
Y7	0.693	0.762	0.774	0.770
Y8	0.705	0.817	0.811	0.808
Y9	0.637	0.761	0.817	0.756

Source: Researcher Test Results, 2025

From the Cross Loading results above, it can be seen that this research study is valid and has met the cross loading requirements, namely more than 0.70. After this study, the results of the HTMT (Heterotrait Monotrait Ratio) and Fornell-Laarcker Cristerion tests did not provide valid results.

Composite Reliability Test

Table 4. Composite Reliability Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer satisfaction	0.896	0.896	0.920	0.658
Digital Marketing	0.932	0.932	0.942	0.620
Quality of Service	0.940	0.942	0.949	0.651
Buying decision	0.942	0.943	0.949	0.610

Source: Researcher Test Results, 2025

Variance Inflation Factor (VIF) Test

Table 5. Variance Inflation Factor (VIF) Results

	VIF
M1	2.412
M2	3.403
M3	3.137
M4	2.362
M5	3.050
M6	3.537
X1.1	3.202
X1.10	4.949
X1.2	4.164
X1.3	2.581
X1.4	2.606
X1.5	3.135
X1.6	3.936
X1.7	3.044
X1.8	3.289
X1.9	2.943
X2.2	3.359
X2.4	4.244

X2.5	3.133
X2.6	3.425
Y1	3.618
Y10	4.948
Y2	3.923
Y5	4.179
Y6	4.961
Y7	4,532
Y8	3.843
Y9	3.094

Source: Researcher Test Results, 2025

The table above shows the results of the Variance Inflation Factor (VIF) test. The results of the analysis show that most indicators have VIF values below 5, so there is no significant multicollinearity problem in the model.

Classical Assumption Test
Inner Model Evaluation
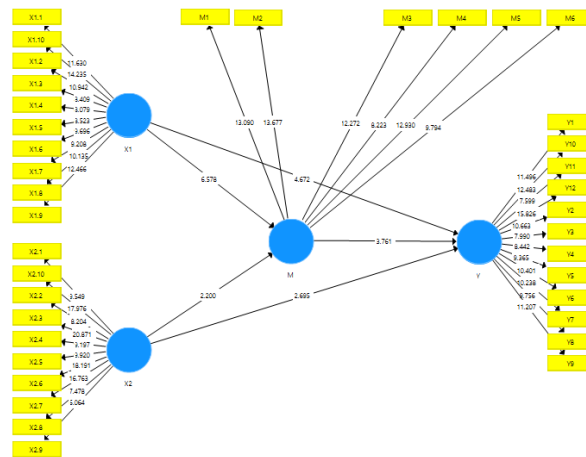
Figure 2. Path Diagram Inner Model
Source: Author's Data Processing, 202 5

Coefficient of Determination

Table 6. Data from the R-Square test results

	R Square	R Square Adjusted
Customer satisfaction	0.929	0.925
Buying decision	0.994	0.993

Source: Researcher Test Results, 2025

From the results of the R-Square test, it can be concluded that the model has a very good ability to explain the variability of the dependent variable, both Customer Satisfaction and Purchasing Decisions. With a very high R-Square value, this model can be said to be very representative and relevant to describe the relationship between the independent and dependent variables in this study.

Effect Size (F)

Table 7. Data from the results of the F-Square test

Variables	*F-Square* Value	*Effect size*
Digital Marketing > Purchase Decisions	1.062	Big
Service Quality > Purchase Decision	0.440	Currently
Customer Satisfaction > Purchase Decision	0.621	Currently
Digital Marketing > Customer Satisfaction	1.782	Big
Service Quality > Customer Satisfaction	0.217	Currently

Source: Researcher Test Results, 2025

Table 7 shows the results of the effect size test (F-Square), where digital marketing has a large influence on purchasing decisions (1.062) and customer satisfaction (1.782), while service quality has a moderate influence on purchasing decisions (0.440) and customer satisfaction (0.217). Customer satisfaction also has a moderate influence on purchasing decisions (0.621). These results confirm that digital marketing plays a more dominant role than service quality in driving purchasing decisions and increasing customer satisfaction.

Predictive Relevance (Q2)

Table 8. Data from the results of the Q-Square test

	Q^2 (=1-SSE/SSO)
Buying decision	0.584
Customer satisfaction	0.593

Source: Researcher Test Results, 2025

Based on the table above which lists the Q2 Predict value. The Purchase Decision variable shows a value of 0.5 84 so that it can be stated that the predictive relevance quality is good. Meanwhile, the Customer Satisfaction variable shows a value of 0.593 so that the predictive relevance quality is good.

Hypothesis Testing

Table 9. Hypothesis Testing Results

Variables	Original Sample (O)	(STDEV)	T Statistics	P Values
X1 -> Y	0.547	0.129	4.235	0.000
X2 -> Y	0.233	0.095	2.445	0.015
X1 -> M	1,445	0.197	7.329	0.000
X2 -> M	-0.505	0.205	2.466	0.014
M -> Y	0.232	0.063	3.680	0.000
X1_M -> Y	0.092	0.102	0.897	0.370
X2_M -> Y	-0.085	0.110	0.773	0.440

Source: Researcher Test Results, 2025

The table above shows the results of hypothesis testing. Digital marketing (X1) has a positive and significant influence on purchasing decisions (Y) with a P-value of 0.000. Service quality (X2) also has a positive and significant influence on purchasing decisions with a P-value of 0.015. In addition, digital marketing (X1) has a positive and significant influence on customer satisfaction (M) (P-value 0.000), while service quality (X2) has a negative but significant influence on customer satisfaction (P-value 0.014). Customer satisfaction (M) has a positive and significant influence on purchasing decisions (P-

value 0.000). However, customer satisfaction does not moderate the relationship between digital marketing and service quality on purchasing decisions, as indicated by the P-values of 0.370 and 0.440, respectively, which are not significant.

Discussion

Based on the structural model test using Partial Least Squares (PLS), the results of the study indicate that digital marketing and service quality have a significant influence on purchasing decisions and customer satisfaction. Digital marketing has a major influence on purchasing decisions (t-statistics 4.235; p-value 0.000) and customer satisfaction (t-statistics 7.329; p-value 0.000). Service quality also has a positive effect on purchasing decisions (t-statistics 2.445; p-value 0.015), but has a negative effect on customer satisfaction (t-statistics 2.466; p-value 0.014). Customer satisfaction itself has a significant effect on purchasing decisions (t-statistics 3.680; p-value 0.000). However, mediation testing shows that customer satisfaction does not moderate the relationship between digital marketing and service quality on purchasing decisions.

Overall, this study confirms the importance of digital marketing as a primary strategy in increasing consumer satisfaction and purchasing decisions, while service quality needs to be improved to meet customer expectations.

5. Conclusions

This study shows that digital marketing and service quality have a positive and significant influence on purchasing decisions and customer satisfaction of Kopi Selangit Products. Digital marketing is proven to be the main strategy to encourage purchases, while service quality is more dominant in increasing purchasing decisions directly. However, customer satisfaction does not act as a moderating variable in the relationship between digital marketing and service quality with purchasing decisions.

The novelty of this study lies in the analysis of the influence of digital marketing and service quality directly on purchasing decisions, without the moderating influence of customer satisfaction. The advantage of this study is the use of an in-depth quantitative approach, but is limited to the scope of Kopi Selangit Products so that the generalization of the results needs to be considered.

Recommendations for further research are to explore other factors that have the potential to moderate the relationship between digital marketing, service quality, and purchasing decisions, to understand market dynamics more comprehensively

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