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The Influence of Instagram Social Media Marketing and Product Quality on Purchasing Decisions at Zaza Coffee in Pontianak

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Abstract: The rapid growth of the coffee shop industry in Indonesia has driven business owners to adopt effective marketing strategies to maintain competitiveness. This study examines the impact of Instagram social media marketing and product quality on purchasing decisions at Zaza Coffee in Pontianak. Using an associative research approach, the study employs multiple linear regression analysis with data collected from 100 respondents who are customers of Zaza Coffee. The results indicate that social media marketing has a significant influence on purchasing decisions, with a beta coefficient of 0.388, while product quality also plays a significant role with a beta coefficient of 0.345. However, social media marketing exerts a more dominant effect on consumer purchasing behavior compared to product quality. The coefficient of determination (R^2) of 0.446 suggests that 44.6% of purchasing decisions are explained by these two factors, while the remaining percentage is influenced by other variables. These findings highlight the importance of integrating digital marketing strategies with product quality improvements to attract and retain customers. By understanding the factors affecting purchasing decisions, business owners can optimize their marketing efforts and product quality to enhance customer satisfaction and strengthen their competitive advantage.

Keywords: Social Media Marketing, Product Quality, Purchasing Decision, Coffee Shop.

INTRODUCTION

In today's digital era, the coffee shop business in Indonesia has experienced significant growth(Azis & Arifa, 2024; Tama & Wandebori, 2024). Coffee shops are no longer just places to enjoy coffee but have evolved into social hubs for various demographics(Ishomuddin et al., 2024; Priyono et al., 2024). In Pontianak, the increasing competition among coffee shops requires business owners to continuously innovate their marketing strategies and improve product quality to attract consumers. One of the most widely used marketing strategies is *social media marketing*, particularly through Instagram. Instagram has become an effective marketing tool for attracting consumer attention through visually appealing content and interactive engagement(Kim et al., 2025; Riska Widya Sari et al., 2025; Yulianti et al., 2024). Features such as *Instagram Stories*, *Reels*, *Live*, and *Insight* allow businesses to reach a broader audience, build *brand awareness*, and increase *engagement* with customers. For Zaza Coffee in Pontianak, utilizing Instagram as part of its marketing strategy has significant potential to

influence consumer purchasing decisions. However, beyond digital marketing strategies, product quality remains a crucial factor in determining consumer purchasing decisions(Fadhli & Ibrahim, 2024; Lestari, 2024). Product quality encompasses various aspects, including taste, presentation, packaging, and consistency(Adriantantri & Indriani, 2024; Giedraitis, 2023; Makhnenko S.I. & Ищенко В.А., 2024). Consumers tend to choose products that are not only attractive in terms of promotion but also of high quality and able to meet their expectations. Therefore, understanding the extent to which *social media marketing* and product quality influence purchasing decisions is essential for the sustainability of Zaza Coffee's business.

Based on this background, this study aims to analyze the impact of Instagram *social media marketing* and product quality on purchasing decisions at Zaza Coffee in Pontianak. By identifying the factors that influence purchasing decisions, it is expected that the findings of this study will provide valuable insights for business owners in improving their marketing strategies and product quality.

This study focuses on understanding whether Instagram *social media marketing* influences purchasing decisions at Zaza Coffee in Pontianak and whether product quality also plays a significant role. Additionally, it explores the extent to which Instagram *social media marketing* and product quality collectively affect purchasing decisions. This study aims to analyze the impact of Instagram *social media marketing* on purchasing decisions at Zaza Coffee in Pontianak and to evaluate the role of product quality in influencing these decisions. Furthermore, it seeks to determine the simultaneous impact of these two factors on consumer purchasing behavior. For business owners, this study is expected to provide insights into designing effective digital marketing strategies and improving product quality to attract more consumers. For academics and researchers, it serves as a reference for studies related to digital marketing and consumer purchasing decisions in the F&B industry. For consumers, the study provides information on the factors influencing their purchasing decisions when selecting coffee shop products.

Through this study, a deeper understanding is expected to be gained regarding the crucial role of social media in business marketing and how product quality remains a fundamental factor in maintaining consumer loyalty.

METHOD

This study employs an associative research approach, aiming to analyze the relationship between *social media marketing* on Instagram, product quality, and purchasing decisions at Zaza Coffee in Pontianak(Angammana, 2023). The research seeks to understand how these variables interact and influence consumer behavior in the coffee shop industry. The population of this study consists of all customers who have made purchases at Zaza Coffee in Pontianak. Since the exact number of customers is unknown, the sampling method used is purposive sampling, ensuring that respondents meet specific criteria, such as being at least 18 years old, having purchased a product from Zaza Coffee, and residing in Pontianak. Based on Rao Purba's formula, the minimum sample size required for this study is 96 respondents, but to enhance accuracy, data will be collected from 100 respondents. The research is conducted at Zaza Coffee, located in Pontianak, Indonesia. The study takes place within a set period during which customer responses are collected through surveys and interviews. The timeframe includes the distribution and collection of questionnaires, data analysis, and interpretation of results. The primary data collection instrument for this study is a structured questionnaire. The questionnaire consists of multiple-choice and Likert scale-based questions that measure variables related to *social media marketing*, product quality, and purchasing decisions. Interviews with Zaza Coffee management and staff are also conducted to gain additional insights into their marketing strategies and business operations. The research follows a systematic procedure, beginning with a literature review to develop hypotheses and research

questions. Data collection is carried out through direct surveys and online questionnaires distributed to selected respondents. After gathering data, the responses are analyzed using statistical tools to determine relationships and significance between variables.

Data analysis in this study involves multiple statistical tests, including validity and reliability tests to ensure the accuracy of the questionnaire(Nag & Ahmad Malik, 2023). A multiple linear regression analysis is used to examine the impact of *social media marketing* and product quality on purchasing decisions. Assumption tests, such as normality, linearity, and multicollinearity tests, are conducted to verify the suitability of the regression model. The analysis is performed using SPSS software for accurate interpretation of the findings. By implementing these research methods, the study aims to provide a comprehensive understanding of how *social media marketing* on Instagram and product quality influence consumer purchasing decisions at Zaza Coffee in Pontianak.

RESULTS AND DISCUSSION

Demographic Characteristics of Zaza Coffee Consumers and Their Implications for Marketing Strategies

The characteristics of the respondents in this study provide an essential foundation for understanding the demographic composition of consumers at Zaza Coffee in Pontianak. The data collected from 100 respondents reveals key insights into their age distribution, gender composition, educational background, occupational status, and income levels. In terms of age distribution, the majority of respondents (39%) fall within the 23–26 age group, followed by the 19–22 age group (28%). This indicates that Zaza Coffee primarily attracts young adults, which aligns with the general trend of coffee consumption among younger demographics. The proportion of respondents aged 27–30 is 21%, while those above 30 account for only 12%, suggesting that the coffee shop's primary customer base is within the younger age brackets. Regarding gender composition, the distribution is relatively balanced, with female respondents constituting 51% and male respondents making up 49%. This minimal disparity indicates that coffee consumption at Zaza Coffee is equally popular among both genders. The educational background of respondents shows that 50% have completed high school, followed by 35% who hold a bachelor’s degree (S1), 8% with a diploma (D3/D4), and 7% with a master’s degree (S2). This suggests that the majority of customers at Zaza Coffee are individuals with at least secondary education, which may influence their preferences and decision-making processes regarding coffee consumption.

The occupational distribution reveals that students represent the largest segment of customers, accounting for 42% of respondents. This is followed by private employees (37%), government employees (10%), and other occupations (11%). The high percentage of students aligns with the affordability and social appeal of coffee shops, making them a preferred choice for studying, socializing, and working remotely. Income distribution analysis indicates that the largest proportion of respondents (33%) fall within the income range of 0–999,000 IDR, followed by those earning 1,000,000–1,999,000 IDR (16%), 2,000,000–2,999,000 IDR (15%), 3,000,000–3,999,000 IDR (18%), and above 5,000,000 IDR (18%). The relatively high percentage of low-income earners further supports the finding that students form a substantial portion of the coffee shop's customer base.

These findings provide critical insights into the demographic characteristics of Zaza Coffee’s customers. The dominance of young adults, particularly students, suggests that marketing strategies should be tailored to this segment, emphasizing affordability, promotions, and digital engagement through platforms such as Instagram. The balanced gender composition implies that marketing campaigns should be inclusive, catering to the preferences of both male and female consumers. Moreover, the income distribution indicates the need for pricing strategies that remain accessible to a broad audience while maintaining product quality and

service excellence. By understanding these demographic factors, Zaza Coffee can refine its business strategies to better meet consumer expectations, enhance customer engagement, and sustain competitiveness in the growing coffee shop industry in Pontianak.

Research Instrument Testing

To ensure the accuracy and reliability of the research instrument used in this study, two main statistical tests were conducted: the validity test and the reliability test. These tests assess whether the questionnaire items effectively measure the intended variables and whether they produce consistent results across different respondents.

Table 1. Validity Test Results

Variable	Indicator	r-calculated	r-table	Validity
Social Media Marketing (X1)	X1.1	0.815	0.196	Valid
	X1.2	0.795	0.196	Valid
	X1.3	0.797	0.196	Valid
	X1.4	0.855	0.196	Valid
Product Quality (X2)	X2.1	0.813	0.196	Valid
	X2.2	0.844	0.196	Valid
	X2.3	0.820	0.196	Valid
	X2.4	0.850	0.196	Valid
Purchasing Decision (Y)	Y1.1	0.769	0.196	Valid
	Y1.2	0.812	0.196	Valid
	Y1.3	0.751	0.196	Valid
	Y1.4	0.810	0.196	Valid

Source: Processed Data SPSS, 2025

Validity Test

The validity test aims to determine the accuracy of each questionnaire item in measuring the research variables. The test was conducted by correlating each item's score with the total variable score. The results were compared against the critical *r* value (*r-table*) with a sample size of 100 respondents and a significance level of 0.05, resulting in an *r-table* value of 0.196. The validity test results for the Social Media Marketing (X1) variable indicate that all questionnaire items have *r-calculated* values greater than 0.196, confirming their validity. The same pattern is observed for the Product Quality (X2) variable and the Purchasing Decision (Y) variable, where all items meet the validity threshold. This suggests that every statement in the questionnaire is appropriately designed to measure the intended constructs.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Reliability Status
Social Media Marketing (X1)	0.917	Reliable
Product Quality (X2)	0.940	Reliable
Purchasing Decision (Y)	0.916	Reliable

Source: Processed Data SPSS, 2025

Classical Assumption Testing

To ensure the validity of the regression model, classical assumption tests were conducted. These tests include the normality test, linearity test, and multicollinearity test. These assumptions must be met for the regression analysis to provide unbiased and reliable results.

Normality Test

The normality test was conducted to determine whether the data is normally distributed. This study used the Kolmogorov-Smirnov test, where a p-value (Asymp. Sig.) greater than 0.05 indicates that the data follows a normal distribution.

Table 3. Results of the Normality Test

Test Method	N	Mean	Std. Deviation	Test Statistic	Asymp. Sig. (2-tailed)	Conclusion
Kolmogorov-Smirnov Test	100	0.000000	4.021.274	0.069	0.200	Normal

Source: Processed Data SPSS, 2025

Linearity Test

The linearity test aims to determine whether the relationship between the independent variables (Social Media Marketing (X1) and Product Quality (X2)) and the dependent variable (Purchasing Decision (Y)) follows a linear pattern. The test is conducted using ANOVA (Analysis of Variance), where a p-value < 0.05 for the *Linearity* row confirms a linear relationship.

Table 4. Results of the Linearity Test for Social Media Marketing and Purchasing Decision

Model	Sum of Squares	df	Mean Square	F	Sig.	Conclusion
Between Groups (Combined)	36.760	26	1.414	3.876	0.000	Linear
Linearity	24.032	1	24.032	65.878	0.000	Linear
Deviation from Linearity	12.727	25	0.509	1.396	0.138	Linear

Source: Processed Data SPSS, 2025

Table 5. Results of the Linearity Test for Product Quality and Purchasing Decision

Model	Sum of Squares	df	Mean Square	F	Sig.	Conclusion
Between Groups (Combined)	35.067	29	1.209	2.988	0.000	Linear
Linearity	22.918	1	22.918	56.641	0.000	Linear
Deviation from Linearity	12.149	28	0.434	1.072	0.395	Linear

Source: Processed Data SPSS, 2025

Since the p-values for linearity are both 0.000 (< 0.05), it confirms that the relationship between Social Media Marketing, Product Quality, and Purchasing Decision is linear.

Multicollinearity Test

The multicollinearity test is conducted to check whether there is a high correlation between independent variables. This study uses the Variance Inflation Factor (VIF) and Tolerance values. The rule of thumb is:
VIF < 10 → No multicollinearity
Tolerance > 0.10 → No multicollinearity

Table 6. Results of the Multicollinearity Test

Variable	Tolerance	VIF	Conclusion
Social Media Marketing (X1)	0.564	1.772	No Multicollinearity
Product Quality (X2)	0.564	1.772	No Multicollinearity

Source: Processed Data SPSS, 2025

Since VIF values are below 10 and Tolerance values are above 0.10, there is no multicollinearity between Social Media Marketing and Product Quality. This confirms that both variables can be used together in the regression model without redundancy.

Multiple Linear Regression Analysis

Multiple linear regression analysis is conducted to determine the effect of Social Media Marketing (X1) and Product Quality (X2) on Purchasing Decision (Y) at Zaza Coffee. The regression equation is formulated as follows:

$$Y=a+b_1X_1 + b_2X_2$$

where:

Y = Purchasing Decision
a = Constant
b_1 = Regression coefficient for Social Media Marketing (X1)
b_2 = Regression coefficient for Product Quality (X2)

Table 7. Regression Analysis Results

Variable	Unstandardized Coefficient (B)	Standard Error	Standardized Coefficient (Beta)	t-value	Significance (p-value)
Constant	1.226	0.265	-	4.621	0.000
Social Media Marketing (X1)	0.363	0.094	0.388	3.857	0.000
Product Quality (X2)	0.363	0.089	0.345	3.434	0.001

Source: Processed Data SPSS, 2025

The results of the multiple linear regression analysis reveal significant insights into the influence of Social Media Marketing (X1) and Product Quality (X2) on Purchasing Decisions (Y) at Zaza Coffee. The constant value of 1.226 indicates that when both Social Media Marketing and Product Quality are at zero, the baseline level of Purchasing Decision remains at 1.226. This suggests that even in the absence of these two factors, other influences may still contribute to consumer purchasing behavior. The coefficient for Social Media Marketing (X1) is 0.363, meaning that a one-unit increase in Social Media Marketing will lead to a 0.363-unit increase in Purchasing Decision, provided all other variables remain constant. The p-value of 0.000 confirms that this relationship is statistically significant, indicating that Social Media Marketing plays a crucial role in influencing consumer decisions at Zaza Coffee. This finding underscores the importance of leveraging engaging social media content, promotions, and digital interactions to attract and retain customers. Similarly, the coefficient for Product Quality (X2) is 0.306, demonstrating that a one-unit improvement in Product Quality results in a 0.306-unit increase in Purchasing Decision. The p-value of 0.001 affirms that Product Quality also has a significant impact on consumer purchasing behavior. This finding highlights the necessity of maintaining high product standards, including taste, presentation, and consistency, to encourage customer loyalty and repeat purchases.

When comparing the two independent variables, Social Media Marketing (Beta = 0.388) has a slightly greater impact on Purchasing Decisions than Product Quality (Beta = 0.345). This suggests that while product quality is essential in sustaining customer satisfaction, effective social media engagement has a more direct influence on attracting and persuading customers to make a purchase. Overall, these findings confirm that both Social Media Marketing and Product Quality play a significant role in shaping consumer purchasing decisions. However, the results also emphasize that a strong digital marketing presence can be slightly more influential in driving customer engagement and conversions. This suggests that businesses like Zaza Coffee should continuously enhance their social media strategies while maintaining excellent product quality to maximize consumer satisfaction and business success.

Correlation Coefficient Analysis

The correlation coefficient (R) measures the strength and direction of the relationship between Social Media Marketing (X1), Product Quality (X2), and Purchasing Decision (Y). Additionally, the R-Square (R^2) value explains the proportion of variance in the dependent variable that can be attributed to the independent variables.

Table 8. Correlation Coefficient Results

Social Media Marketing & Purchasing Decision	0.668	0.446	0.435	0.60147
Product Quality & Purchasing Decision	0.668	0.446	0.435	0.60147

Source: Processed Data SPSS, 2025

The results of the correlation coefficient analysis reveal a strong positive relationship between Social Media Marketing, Product Quality, and Purchasing Decision at Zaza Coffee. The correlation coefficient (R) of 0.668 indicates that as Social Media Marketing and Product Quality improve, the likelihood of customers making a purchase also increases. This suggests that customers are significantly influenced by promotional activities on social media and the overall quality of products offered by Zaza Coffee. The R-Square (R^2) value of 0.446 suggests that 44.6% of the variations in Purchasing Decision can be explained by Social Media Marketing and Product Quality. This means that these two factors play a crucial role in shaping consumer behavior at Zaza Coffee. However, the remaining 55.4% of purchasing decisions are influenced by other external factors not covered in this study, such as pricing strategies, customer service, brand loyalty, word-of-mouth recommendations, and ambiance of the coffee shop. The Adjusted R-Square value of 0.435 further confirms the reliability of the model, indicating that the independent variables used in this study—Social Media Marketing and Product Quality—are strong predictors of Purchasing Decisions. Meanwhile, the Standard Error of Estimate (0.60147) suggests that while the model provides reasonably accurate predictions, some degree of variability in purchasing behavior remains unaccounted for. Overall, these findings emphasize that both Social Media Marketing and Product Quality significantly impact consumer purchasing decisions at Zaza Coffee. However, since a substantial portion of the purchasing decision remains unexplained by these variables, it is recommended that further research explores additional factors such as customer experience, competitive pricing, service quality, and promotional discounts to gain a more comprehensive understanding of consumer preferences.

Coefficient of Determination (R^2) Analysis

The coefficient of determination (R-Square or R^2) explains how well the independent variables (Social Media Marketing and Product Quality) account for variations in the dependent variable (Purchasing Decision).

Tabel 9. Coefficient of Determination (R^2) Results

Model	R-Square (R^2)	Adjusted R-Square	Unexplained Variance (%)
Social Media Marketing & Product Quality → Purchasing Decision	0.446	0.435	55.4

Source: Processed Data SPSS, 2025

The coefficient of determination (R-Square or R^2) analysis provides valuable insights into the extent to which Social Media Marketing and Product Quality influence consumer Purchasing Decisions at Zaza Coffee. The results indicate that 44.6% of the variation in Purchasing Decisions can be explained by these two independent variables. This suggests that both effective social media engagement and high product quality play a crucial role in shaping consumer behavior at Zaza Coffee. The Adjusted R-Square value of 0.435 further refines this explanation by accounting for the number of independent variables included in the model. While the slight reduction from the R^2 value (0.446 to 0.435) suggests a strong predictive ability, it also indicates that other external factors beyond Social Media Marketing and Product Quality contribute to consumer purchasing decisions. The remaining 55.4% of the variance in Purchasing Decisions is influenced by factors not included in this study. These may include pricing strategies, customer service quality, brand reputation, peer recommendations, store ambiance, promotional discounts, and convenience factors. This highlights that while Social Media Marketing and Product Quality are critical, they alone are not sufficient to fully predict consumer purchasing behavior.

Simultaneous Influence (F-Test) Analysis

The F-Test is conducted to determine whether Social Media Marketing (X1) and Product Quality (X2) simultaneously influence Purchasing Decisions (Y) at Zaza Coffee. A significant F-Value indicates that the independent variables collectively impact the dependent variable.

Table 10. F-Test Results

Model	Sum of Squares (Regression)	df (Regression)	Mean Square (Regression)	F-Value	Significance (p-value)	F-Table Value	Conclusion
Social Media Marketing & Product Quality → Purchasing Decision	28.299	2	14.150	39.113	0.000	03.09	Significant Influence

Source: Processed Data SPSS, 2025

The F-Test analysis provides crucial evidence that Social Media Marketing and Product Quality simultaneously have a significant impact on Purchasing Decisions at Zaza Coffee. The computed F-Value of 39.113 is substantially higher than the F-Table value of 3.09, indicating a strong collective influence of the two independent variables on consumer purchasing behavior. Furthermore, the significance value (p-value) of 0.000 is well below the 0.05 threshold, confirming that the probability of this result occurring by chance is extremely low.

This means that the combined effect of Social Media Marketing and Product Quality is statistically significant and cannot be ignored. These findings suggest that consumers at Zaza Coffee are not solely influenced by one factor but rather by the combined effect of engaging social media marketing strategies and high product quality. While social media campaigns can attract potential customers by increasing brand visibility and engagement, product quality ensures customer retention and satisfaction, leading to repeat purchases and long-term loyalty.

Partial Influence (T-Test) Analysis

The T-Test is conducted to determine the individual (partial) influence of Social Media Marketing (X1) and Product Quality (X2) on Purchasing Decisions (Y) at Zaza Coffee. A significant t-value indicates that an independent variable has a statistically significant effect on the dependent variable.

Tabel 11. T-Test Results

Variable	Unstandardized Coefficient (B)	Standard Error	Standardized Coefficient (Beta)	t-Value	Significance (p-value)	t-Table Value	Conclusion
Social Media Marketing (X1)	0.363	0.094	0.388	3.857	0.000	1.660	Significant Influence
Product Quality (X2)	0.363	0.089	0.345	3.434	0.001	1.660	Significant Influence

Source: Processed Data SPSS, 2025

The T-Test analysis provides important insights into the individual impact of Social Media Marketing and Product Quality on consumer Purchasing Decisions at Zaza Coffee. The results confirm that both factors have a statistically significant influence on consumer behavior, but with varying degrees of impact. The analysis reveals that Social Media Marketing has a stronger influence than Product Quality in driving Purchasing Decisions. The computed t-value for Social Media Marketing (3.857) is significantly higher than the t-table value (1.660), with a p-value of 0.000, indicating that this relationship is highly significant. This suggests that the effectiveness of digital marketing campaigns, engagement on social media platforms, and promotional strategies directly impact consumer purchasing behavior. Furthermore, the coefficient value (B = 0.363) indicates that a one-unit increase in Social Media Marketing efforts leads to a 0.363 increase in Purchasing Decisions. Similarly, Product Quality also has a significant effect on Purchasing Decisions, as indicated by its t-value of 3.434, which is greater than the t-table value of 1.660, and a p-value of 0.001. This confirms that maintaining high product quality—such as consistency in taste, presentation, and packaging—positively influences consumer choices. The coefficient value (B = 0.306) suggests that an increase in Product Quality by one unit results in a 0.306 increase in Purchasing Decisions. However, when comparing the two variables, the Beta coefficient for Social Media Marketing (0.388) is slightly higher than that for Product Quality (0.345). This indicates that while both factors are crucial, digital marketing strategies play a more dominant role in influencing consumer decisions than product quality. This suggests that social media promotions, branding efforts, and customer engagement on digital platforms have a more immediate effect on attracting and persuading consumers to make a purchase.

CONCLUSION

This study investigates the impact of Social Media Marketing and Product Quality on Purchasing Decisions at Zaza Coffee in Pontianak. The findings confirm that both variables significantly influence consumer behavior, with Social Media Marketing playing a slightly stronger role in shaping purchasing decisions. The study establishes that engaging digital marketing strategies on Instagram, including visually appealing content and interactive promotions, effectively attract consumers and encourage purchase decisions. At the same time, product quality remains a crucial determinant of consumer satisfaction and repeat purchases, emphasizing the importance of maintaining high standards in taste, presentation, and consistency.

The research findings suggest that businesses operating in the coffee shop industry, particularly Zaza Coffee, should adopt a balanced approach that integrates digital marketing efforts with product quality improvements. Strengthening brand engagement on social media platforms can enhance visibility and attract new customers, while maintaining consistent product excellence ensures long-term customer loyalty. The study also highlights that while marketing efforts can effectively bring consumers to the store, product quality is what retains them, reinforcing the complementary role of both variables in consumer decision-making.

From a scientific perspective, this research contributes to the field of marketing and consumer behavior studies by providing empirical evidence on the influence of digital marketing and product quality on purchasing decisions. The findings align with existing theories that emphasize the growing importance of social media in modern consumer decision-making processes. Furthermore, the study enhances knowledge in the food and beverage industry by validating the need for businesses to strategically align their marketing and product development strategies. In terms of industrial applications, the results offer practical recommendations for business owners, marketers, and industry practitioners seeking to optimize consumer engagement and sales performance. By leveraging social media marketing more effectively while ensuring superior product quality, coffee shops and similar businesses can increase their market competitiveness and sustain long-term profitability. While this study successfully demonstrates the significant influence of Social Media Marketing and Product Quality on Purchasing Decisions, it also acknowledges that other factors contribute to consumer behavior, such as pricing strategies, customer service, and brand loyalty. Future research could explore these additional elements to provide a more comprehensive understanding of the key determinants influencing purchasing behavior in the coffee shop industry.

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