

The Impact of Digital Marketing, Price and Product Quality on Coffee Shopping Interest in The Coffee Shop

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ABSTRACT

Bali is an exotic island in Indonesia, famous for its stunning natural beauty, rich in culture, the island is known as the "Dewata Island". Besides its natural beauty Bali is also known as one of the best specialized coffee producers in the world. Bali Coffee has also become one of the leading agro industries in the Bali region. Bali coffee is a very promising commodity because its addictive nature makes it difficult for its fans to abandon this bitterly aspiring drink. The study aims to explore respondents' views on factors such as digital marketing, price and quality of products against interest in buying Coffee at Coffee Shop in Karangasem district. The research method used is quantitatively descriptive samples in this study are 100 people. On the results of the tests that have been carried out against the digital marketing variable (X1) against the buying interest variables (Y) where the influence that occurs is positive, on the result of the testing that has been done against the price variable, (X2) against the buy interest variable(Y), where the impact that occurs is positive. On the test results that have taken place against the quality variable of the product (X3) against the purchase interest variabel (Y), digital marketing, price and quality of the products individually or jointly have a positive influence on the coffee shopping interest in the coffee shop in Karasemang district.

Keywords: *Digital Marketing, Price, Product Quality, Buy Interest*

1. INTRODUCTION

Indonesia is rich in abundant natural resources. From agriculture, planting, even mining, wealth of resources is what makes Indonesia a potential. Agriculture in Indonesia is very varied, ranging from rice, vegetables, corn, cranberries and coffee. According to the Central Statistical Agency, Indonesia was the third largest coffee producer in the world in 2022/2023 after Brazil and Vietnam. Indonesian coffee production reached 794.8 thousand tons by 2022. As much as 75% of the coffee produced in Indonesia is Bali coffee, Bali coffee has become one of the stars among the diversity of coffee riches in Indonesia, because of its distinctive aroma and taste of fresh acid. Bali is an exotic island in Indonesia, famous for its amazing natural beauty, which is rich in culture, this island is known as the "Dewata Island", fascinates tourists with white sandy beaches, has a lot of charms, as well as an atmosphere so quiet and inspired, it causes many foreign tourists come to travel to enjoy the beauty and charm of Bali. In addition to its natural beauty Bali is also known as one of the best specialized coffee producers in the world. Bali coffee with its distinctive, soft flavor has become a unique attraction for coffee lovers from all over the world. The special flavor of Bali coffee is due to the fact that this coffee is developed with the technique of adding sari along with the fruits. Bali Coffee has also become one of the leading agro industries in the Bali region.

Interest is the impulse of the human instinct, but it can also be the impulses that come from thoughts accompanied by feelings. [1] says that "interest is one of the psychological aspects that has a considerable influence on behavioral attitudes and interests and is also a source of motivation that will direct a person to do what they want to do." [2] states that "The enthusiasm to buy is something that relates to the consumer's plan to buy a particular product, as well as how many product units are needed in a given period of time."

Factors influencing purchasing interests are digital marketing, with the overwhelmingness of today's coffee shop business causing coffee entrepreneurs to face strict business competition because of the rapid development of technology that demands coffee businessmen to be able to keep up with existing developments [3]. This will have a great impact on the development and also on the sustainability of the enterprise. [3]. Digital Marketing is a product marketing that is carried out with digital media where potential consumers can more easily access to handle a product [4]. This marketing provides an opportunity for companies to introduce a product and also a potential consumer to know a product. [5] This is because asks information related to the product concerned can be accessed anywhere as long as there is an internet network. [2].

The price is the amount of money that consumers give to gain from ownership or use of a product or service. The price has long been the main aspect that influences in the decision to buy a product. Price can also be understood as a variable that can be controlled and affects whether a product will be accepted or not by the consumer, the cheap price will attract consumers to purchase a product, it cannot be denied that the price is an aspect that has a major impact on the interests of the majority of consumers. This is in line with research conducted by [2] stating that prices have a positive influence on consumer purchasing interests, but in research carried out by [6] stated that prices negatively influence consumer purchase interests.

The quality of the product is understood as one of the supporting aspects related to the choice of a product by the consumer with the purpose to be purchased or consumed. This is in line with the research carried out by [7] entitled *Effects of Product Quality, Price and Digital Marketing on Buying Interests of Products Ms. Glow Beauty* with the results of research showing that there is a positive influence between Product quality, price and digital marketing on buying interests.

2. LITERATURE REVIEW

2.1 Influence Of Product Qualityy, Price and Digital Marketing on Interest in Buying MS Glow Beauty

[7] explores the multifaceted impacts of product quality, price, and digital marketing on consumer purchasing interest, specifically targeting MS Glow Beauty products. The study reveals that product quality significantly influences consumer interest, establishing that high-quality products are more likely to attract buyers. Consumers perceive superior quality as an assurance of value, which enhances their willingness to purchase. [7] further indicates that price plays a crucial role in purchasing decisions. Consumers often equate higher prices with better quality, although this perception can vary based on individual economic circumstances and market segments. Competitive pricing strategies can therefore attract price-sensitive consumers without compromising the perceived value of the product. Digital marketing emerges as a powerful tool in shaping consumer interest in the study. Effective digital marketing strategies, including targeted advertising, social media engagement, and influencer collaborations, can significantly boost consumer awareness and interest. [7] emphasizes that digital marketing not only increases visibility but also helps in building a brand's reputation and credibility, which are pivotal in influencing purchasing decisions.

2.2 Impact of Digital Marketing and Prices on Consumer Interest in Buying Post Covid in UMKM Woodking Nyiur Indah

The research by [1] investigates the effects of digital marketing and pricing on consumer buying interest in the post-COVID-19 era, focusing on UMKM Woodking Nyiur Indah. The study highlights a significant shift in consumer behavior due to the pandemic, with a notable increase in online shopping and digital interactions. Digital marketing has become indispensable in the post-COVID landscape. The study shows that businesses leveraging digital platforms for marketing have seen a considerable rise in consumer engagement and interest. Digital channels offer a cost-effective way to reach a broad audience, facilitating personalized marketing strategies that resonate with consumers' evolving preferences. Pricing strategies have also undergone transformation post-pandemic. The economic impact of COVID-19 has made consumers more price-sensitive, and businesses have had to adjust their pricing strategies accordingly. [1] found that competitive pricing, combined with attractive digital marketing campaigns, can significantly enhance consumer interest and drive sales.

2.3 Influence of Product Quality, Price and Selebgram as an Endorser on Buying Interest in Girlsneed Product in Makasar

[8] delve into the influences of product quality, price, and celebrity endorsements (selebgram) on buying interest in Girlsneed products in Makassar. The study affirms that high product quality is a primary driver of consumer interest, with well-made products fostering trust and satisfaction among buyers. Price, once again, emerges as a critical factor. The research underscores the importance of aligning pricing strategies with consumer expectations and market standards to attract and retain buyers. Both overpricing and underpricing can have adverse effects, making it essential for businesses to find a balanced approach. The role of celebrity endorsements, particularly by selebgrams (Instagram celebrities), is highlighted as a significant influence on buying interest. Endorsements by popular figures can amplify brand visibility and credibility, making products more appealing to consumers. The study reveals that selebgram endorsements can effectively sway purchasing decisions, especially among younger demographics who are highly active on social media.

2.4 There is a Positive Influence of Digital Marketing Strategies on Buying Interest

[9] provide comprehensive insights into the positive influence of digital marketing strategies on consumer buying interest. The study illustrates that digital marketing, through its various forms—social media marketing, email marketing, search engine optimization, and content marketing—can significantly enhance consumer engagement and interest. Effective digital marketing strategies help businesses to reach a wider audience, tailor their messages to specific target groups, and interact with consumers in real-time. Dharma et al. emphasize that personalization and interactivity in digital marketing campaigns can create a strong connection between the brand and consumers, fostering loyalty and repeat purchases. The study also notes that digital marketing facilitates better tracking and analysis of consumer behavior, allowing businesses to refine their strategies continuously. By leveraging data analytics, companies can understand consumer preferences and trends, enabling them to offer products and services that meet consumer demands more accurately.

2.5 *The Price Has a Positive Influence on Consumer Purchasing Interest*

[2] focus on the impact of price on consumer purchasing interest, corroborating the findings of previous studies that price is a significant determinant of buying behavior. The research underscores that consumers often associate price with quality and value, influencing their purchase decisions accordingly. The study reveals that competitive pricing strategies can effectively attract and retain customers. Offering discounts, promotions, and value-for-money deals can enhance consumer interest, particularly in highly competitive markets. Fauzan and Rohman highlight that transparent and fair pricing builds trust and can differentiate a brand from its competitors. Moreover, the research suggests that while low prices can attract price-sensitive consumers, maintaining a balance between cost and quality is crucial to sustaining long-term interest and loyalty. Businesses need to ensure that price reductions do not compromise the perceived value or quality of their products.

3. METHODS

This research uses quantitative methods descriptively. The study aims to explore respondents' views on factors such as digital marketing, price and quality of products against interest in buying Coffee at Coffee Shop in Karangasem district. The research is located all over the province of Bali which takes five months to carry out the research. The object of the study is Coffee Shop, where the population is unknown. Sampling is based on the Cochran formula, which results in a sample of 100 people. The data collection in this study used a survey with a survey questionnaire involving 100 respondents with 14 statements that have been organized based on the indicators of each variable. Data analysis techniques use a double linear regression analysis method and are processed using the help of SPSS version 20 software.

4. RESULTS AND DISCUSSION

Based on the results of data processing that has been carried out that the digital marketing variable (X1) price (X2) and product quality (X3) have a positive influence partially and simultaneously on purchasing interest (Y), so obtained results on each formula and research hypothesis has been set as follows:

1. The impact of Digital Marketing on Buying Interest
2. The Influence of Price on Buying Interest
3. Impact of Product Quality on Buying Interest

Table 1. Partial Test Results (T)

Variables	t	Sig
Digital Marketing	7,220	0,013
Price	1,319	0,016
Product Quality	2,600	0,010

Based on the results of the calculations in the table above, the influence of each independent variable on the dependent variable can be explained as follows:

1. Testing the digital marketing variable (X1) against buying interest (Y) The first hypothesis in this study is that digital marketing (X1), has a positive influence on buying interest. (Y). Based on the table, the t count value is greater than the t table, which is $7,220 > 1,988$. So the conclusion is that digital marketing variables influence purchasing

interests. The results of the hypothesis test on the digital marketing variable against buying interest in line with research conducted by [10] show that digital marketing has a positive influence on buying interest. Based on the above calculations, it can be concluded that digital marketing can affect purchasing interests, so from that the importance of coffee shop entrepreneurs to do a digital marketing (digital marketing) because by doing a marketing digitally then will quickly find potential consumers because it can reach consumers widely.

2. The second hypothesis in this study is that price (X2) has a positive influence on buying interest. (Y). Based on the table, the t counting value appears to be larger than the t of the table which is $1,319 > 1,988$. So the conclusion is that digital marketing variables influence purchasing interests. The results of the test of the hypothesis on price variables against buying interest in line with the research carried out by [11] indicated that price has a positive influence on buying interest. It can be concluded that the price can influence purchasing interest, by setting the price whether it is affordable price or high price will still influence the purchase interest, if the price of a product is reasonable then many people are eager to buy a product and if it is high but not in line with what is offered then the interest will decrease.
3. Testing product quality variables against buying interest (Y) The third hypothesis in this study is that price (X2) has a positive influence on buying interest (Y). Based on the table, the t count value is greater than the t table, which is $2,600 > 1,988$. So the conclusion is that digital marketing variables influence purchasing interests. The results of the test of the hypothesis on price variables against buying interest in line with the research carried out by [12] indicated that the quality of the product has a positive influence on buying interest. The quality of the product has an influence on purchasing interest. High-quality products tend to be more in demand because they add value in terms of durability, good performance, and reliability. Consumers tend to associate quality with long-term satisfaction and profit, so they prefer to spend more on products that are considered quality. Thus, companies that focus on improving product quality will be better able to compete in the market and attract consumer interests sustainably. The results of the test of the hypothesis on price variables against buying interest in line with the research carried out by [12] indicate that the quality of the product has a positive influence on buying interest.

The impact of digital marketing, price and product quality on purchasing interests

Table 2. Simultaneous Test Results

Model	F	Sig.
1	80	.000
Regression		
Residual		
Total		

Source: SPSS v20 Data Processing Results

Based on the above table of significant values of as much as $0,000 < 0,05$ then it can be concluded that the accepted hypothesis that means digital marketing (X1), price (X2) and product quality (X3) jointly influence purchasing interest. (Y). Thus it can be concluded that digital marketing variables, price and product quality individually or together have a positive influence on the interest in buying coffee at the coffee shop in Karangasem district. The influence of digital marketing, digital marketing has a significant influence on consumer purchasing interests. By using effective digital marketing strategies such as social media, email marketing, and online advertising, coffee shops can increase the visibility and appeal of their products. Creative and interactive campaigns on digital

platforms can also attract the attention of prospective customers and build closer relationships with them.

CONCLUSION

The research aims to find out the influence of digital marketing variables, price and product quality on coffee shopping interest in the coffee shop in Karangasem district. From the formulation of the problems of the research submitted, then the analysis of the data that has been done and the discussion that had been presented in the previous chapter, can be drawn conclusions from this research is as follows:

1. There is a positive influence between digital marketing and buying interest in coffee shops in Karangasem district.
2. There is a positive influence between price and interest in coffee at the coffee shop in Karangasem district.
3. There is a positive influence between the quality of the product and the interest in buying coffee at the coffee shop in Karangasem district.
4. There is a positive influence between digital marketing, price and product quality together on the interest in buying coffee at the coffee shop in Karangasem district.

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