

# The Effect of Product Innovation on Purchase Decision Through Purchase Intention as an Intervening Variable at Cafe Kopi Kenangan in Samarinda

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## Abstract

Cafe Kopi Kenangan is required to maintain a marketing strategy to exploit market potential to the maximum and spur innovative product creations. This study aims to determine the effect of Product Innovation on Purchase Decisions through Purchase Intention as an intervening variable at Cafe Kopi Kenangan in Samarinda. The population in this study are consumers who have purchased products at Café Kopi Kenangan and have bought at Cafe Kopi Kenangan. This research uses descriptive quantitative type. The sample used in this study was 213 respondents who were taken by probability sampling method using simple random sampling. The data collection technique was carried out using a questionnaire in the form of a Google Form link. The data processing method of this research is using SmartPLS software version 4.0.2. The results in this study indicate that product innovation has a positive and significant effect on purchase decision, product innovation has a positive and significant effect on purchase intention, purchase intention has a positive and significant effect on purchase decision, product innovation has a positive and significant effect on purchase decision through purchase intention as an intervening variable.

## 1. Introduction

In Indonesia, intense competition between coffee shop owners drives them to seek marketing strategies to attract and retain clients, with customers considering price, the environment of the production process, and the product itself when making purchasing decisions (Wahyuni, 2019). The data indicates a significant level of competition in the coffee industry in Indonesia. Kopi Janji Jiwa dominates with the most outlets, while Kopi Kenangan is in second place with 932 outlets, and Starbucks is in sixth place with 443 outlets (Valerina, 2022). In Samarinda City, Kopi Kenangan has 9 outlets and Kopi Janji Jiwa has 11 outlets. Both brands continue to expand their presence to meet growing consumer demand. The number of competing outlets increases competition for market share, which affects consumers' purchasing decisions based on their information and preferences (Arianto & Satrio, 2020).

Frontier Consulting Group, a marketing agency, has collaborated with one of the organizers of the Top Brand Award survey to give brand image awards to several coffee shops in Indonesia for the period 2020 to 2022 (Top Brand Award, 2024). In 2020, Cafe Kopi Kenangan was ranked first with a percentage of 39.9%, decreased to 36.7% in 2021, and rose again to 42.6% in 2022, winning the Top Brand and beating its competitors, so researchers emphasize the need to maintain marketing strategies, innovate, and be sensitive to the needs of consumers who tend to choose certain brands (Top Brand Award, 2024).

In 2023, residents in Samarinda City showed an increased interest in the Cafe Kopi Kenangan brand, which had previously experienced ups and downs in demand, indicating that this brand can attract attention and have many loyal followers, so it is not surprising that its sales transaction data fluctuates (Top Brand Award, 2024).

Based on the opinion of Kotler & Keller (2012); in making decisions, individuals go through a series of stages such as identifying problems, seeking information, evaluating options, making purchases, and showing post-trade policies, and customer changes so that companies must make product innovations to satisfy and retain old customers and attract new customers. Based on the opinions of experts such as Hull & Rothenberg (2008); Fontana & Nesta (2009); and Fontana (2011), product innovation carried out by introducing new products or new systems can bring economic success to the company. The fact that the purchase is a first-time purchase, or a repeat purchase also has a direct influence on the decision-making method followed by the buyer (Schiffman & Kanuk, 2015). However, according to Kotler & Armstrong (2014), purchasing decisions are a series of stages that customers go through before finally deciding to buy products from certain brands.

According to Kotler & Armstrong (2014), a product is a combination of goods and services that a company offers to the target market, and to attract new potential customers, companies must innovate products. So, product innovation is the process of introducing new products or systems that can bring economic success to the company, while bringing benefits to people such as customers, local communities, and the environment on a broader scale Fontana (2011). Therefore, innovative firms tend to be more conservative and defensive when market growth exceeds planned projections, as this causes difficulties for the firm in its efforts to innovate, but the changing market demands different needs (Utterback, 1994).

Furthermore, innovation increases the added value of Hall & Martin products (2005), and new products make products unique (Gupta & Loulou, (1998). In addition, customers can find new solutions (Rosenkranz, 2003). Not only in terms of product innovation, but a company must also strategize to decide on its segmentation. Therefore, a company must create a brand image for its products. One element that is very important today is product innovation; the development of good product innovation will affect how businesses compete and compete to become market leaders; in other words, companies will benefit from market positions where consumers have greater opportunities to make purchases (Fisk, 2014).

According to Febriani & Dewi (2018), consumer purchase intention is an urge or desire that arises from deep inside a person before realizing a sale and purchase transaction of a good or service, which is considered first before the buying process occurs. Meanwhile, according to Kotler & Keller (2016), purchase intention is a consumer behavior that arises in response to an object that indicates a person's desire to make a purchase. Then, according to Schiffman & Kanuk (2015), purchase intention is defined as a model of a person's attitude towards the object of goods which is very suitable for measuring attitudes towards service product categories, or certain brands.

Based on previous research, various factors cause purchasing decisions. Furthermore, preliminary research was conducted to select variables to be tested in influencing purchasing decisions. An initial survey was conducted on 40 respondents, and the results showed that the product innovation factor through purchase intention was the reason they bought Cafe Kopi Kenangan. Based on the explanation above, it is necessary to know how consumers perceive the strategy set by the company, which is formulated in the objectives of this study, namely to analyze the effect of product innovation on purchasing decisions through purchase intention as an intermediary variable. The research framework is based on the concept of quantitative research which begins with the selection of population, samples, and analysis of data processing results to answer hypotheses and research objectives. Based on the research objectives and the explanation above, the following hypothesis and framework were developed.

Product Innovation has a significant influence on Purchase Decision (Aleiyya & Widayanto, 2014). In addition, product innovation can also have a positive influence on company performance (Varis & Littunen, 2010; Prajogo, 2016). The findings of a study conducted by Luo & Suacamram (2022), convey that Product Innovation has a positive influence on Buying Decisions. In addition, research conducted by Rosyihuddin et al. (2022) & Ambiapuri et al. (2023), proves that Product Innovation has a positive and significant influence on Purchase Decisions. The results of the research carried out by Yusuf (2021), revealed that Product Innovation and Brand Image have a significant influence simultaneously on Purchasing Decisions. However, this contradicts the research conducted by Amin & Johansen (2022), which reveals that Product Innovation has no significant effect on Purchase Decisions. So, it can be concluded that the hypothesis of this study is as follows:

**H1: Product Innovation (X) has a positive and significant effect on Purchase Decision (Y) at Cafe Kopi Kenangan in Samarinda.**

According to the results of research by Al-Jundi et al. (2019), Customer Innovativeness has a positive and significant influence on New Product Purchase intention. Meanwhile, the results of research by Suhaily et al. (2020), revealed that Green Product Innovation and Green Perceived Quality have a significant influence and a positive effect on Purchase intention. Likewise, the results of research by Kijek et al. (2020), prove that hedonic motivation influences the purchase intention of innovative products through product exploration and information sharing. However, this is contrary to the research of Hasibuan et al. (2022), which revealed that

Product Innovation does not have a significant impact on Purchase Decisions. So, it can be concluded that the hypothesis of this study is as follows:

**H2: Product Innovation (X) has a positive and significant effect on Purchase intention (Z) at Cafe Kopi Kenangan in Samarinda.**

The results of research conducted by Dapas et al. (2019); Syaharni & Kesumahati (2023), reveal if Purchase intention has a positive and significant effect on Purchase Decision. The findings of research conducted by Prakasa et al. (2022), Purchase Intention has a positive and significant influence on Purchase Decisions. According to Sukma et al. (2024), the results of this study found that Purchase intention has a positive and significant effect on Purchase Decisions. This contradicts the findings of research conducted Meli et al. (2022), revealing that Purchase Intention has no significant effect on Purchase Decisions. Meanwhile, the results of research conducted by Andriani et al. (2023), state that Purchase Intention does not have a positive and significant effect on Purchase Decisions. So, it can be concluded that the hypothesis of this study is as follows:

**H3: Purchase intention (Z) has a positive and significant effect on Purchase Decision (Y) at Cafe Kopi Kenangan in Samarinda.**

Purchase intention is considered an intermediate variable in the relationship involving Product Innovation and Purchase Decision. The results of research conducted by Solihin (2020); Syaharni & Kesumahati (2023), which provides results that Purchase intention mediates the effect of promotion on Purchase Decisions with a positive and significant effect. Furthermore, the results of the research Law et al. (2020), reveal that Purchase intention mediates the effect of price on Purchase Decision. Other research practiced by Sukma et al. (2024), which states that Purchase intention mediates the effect of celebrity endorsement on Purchase Decision through Purchase intention. Meanwhile, the results of research by Untari et al. (2024), prove that Purchase intention mediates the effect of customer perception value on customer satisfaction. So, it can be concluded that the hypothesis of this study is as follows:

**H4: Product Innovation (X) has a positive and significant effect on Purchase Decision (Y) through Purchase Intention (Z) as an intervening variable at Cafe Kopi Kenangan in Samarinda.**

## 2. Research Methodology

The research starts with planning, collecting data, processing data, analyzing data, and writing articles. This research is quantitative research, which aims to determine and analyze the effect of exogenous variables on endogenous variables through intervening variables. Exogenous variables include product innovation (X), the endogenous variable is purchasing decisions (Y), and the intervening variable is purchasing intention (Z). The indicator of the product innovation variable (X) includes new-to-the-world products, new product lines, cost reduction, improvements and revisions of existing products, and repositioning. The indicator of the purchase decision variable (Y) is product choice, brand choice, purchasing timing, and payment methods. The indicator of the purchase intention variable (Z) is store and service quality.

In this study, researchers do not have information regarding the number of populations to be studied. Therefore, to determine the sample size needed in the study, the formula used is the Lemeshow formula (Lemeshow et al., 1997). The calculation is carried out using the Lemeshow formula which will produce a number that represents the number of samples needed for research.

$$n = \frac{1,962 \times 0,5 \times 0,5}{0,1^2}$$

$$n = 96.04$$

After performing calculations using the Lemeshow formula described earlier, the results obtained show that the number of samples needed for research is 96 participants. However, to make it easier and obtain a more rounded number, the number is rounded up to 100 participants who will be used as samples in this study. The SEM-PLS model was applied using SmartPLS software to analyze the data. The analysis process began by testing the validity of the variable construct indicators, as well as the validity and reliability of the variables. Next, hypotheses were tested through path analysis and specific indirect analysis to explore the influence of other variables on endogenous variables. The analyses also included in-depth descriptions to identify the potential influence of relevant variables in the context of this study.

## 3. Results

Of the 213 participants, there were 50.7 percent males, or 108 individuals, and 49.3 percent females, or 105 individuals. The majority are in the age range of 18 - 22 years 56.3% or amount 120 people, while 23 - 28 years by 33.8% or amount 72 people, and 29 - 32 years by 7.5% or amount 16 people. Meanwhile, > 33 years is 2.3% or amount 5 people. From this analysis, it can be concluded that the majority of customers of Cafe Kopi

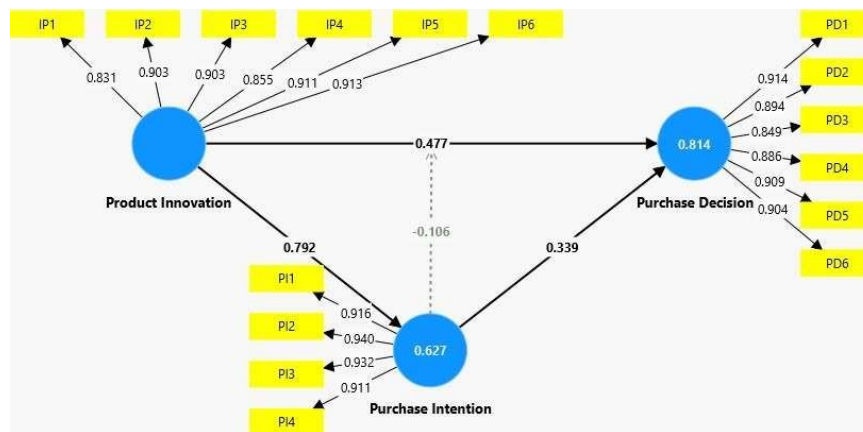
Kenangan in Samarinda City are in the range of 18-22 years. This may be due to young people's hobby of drinking coffee. The majority of participants, 128 individuals, or 60.1% of the total, were students. On the other hand, there is only one individual, or 0.5% of the total participants who work as civil servants. Furthermore, the data shows that 14 individuals, or 6.6% of the participants, are entrepreneurs. Meanwhile, the private sector accounts for 19.7%, or equivalent to 42 individuals from the total participants. The other job categories are represented by 28 individuals, which accounts for 13.1% of the total sample. Based on this distribution, it can be concluded that students are the main consumers of Cafe Kopi Kenangan in the Samarinda City area.

All indicators for product innovation, purchase intention, and purchase decision variables have values above 0.70. Therefore, it can be concluded that all indicators of these variables are valid. Furthermore, Cronbach Alpha for each construct > 0.70, Composite Reliability for each construct > 0.70, and Average Variance Extracted (AVE) for each construct > 0.50 meaning that all constructs are reliable and valid.

Path analysis test results are used to analyze whether each hypothesis is supported. The following is a path analysis table (Table 1), as well as an image of the constructed model (Figure 1):

**Table 1** Path Analysis Test Result

No	Variable	Original Sample	T-Statistic	P-Value	
1	IP → PD	0.477	5.163	0.000	Supported
2	IP → PI	0.792	13.245	0.000	Supported
3	PI → PD	0.339	4.682	0.000	Supported



**Fig. 1** The Constructed Model

Specific indirect analysis test results are used to analyze whether each hypothesis is supported. The following is a specific indirect analysis table (Table 2):

**Table 2** Specific Indirect Analysis Test Result

No	Variable	Original Sample	T-Statistics	P-value	
1	IP → PI → PD	0.268	2.994	0.003	Supported

#### 4. Discussion

This situation occurs because Cafe Kopi Kenangan in Samarinda has a high variety of products, which is a major consideration for consumers in making decisions. The people of Samarinda who frequently visit this café stated that they always consider the product innovations offered, and if these innovations suit their needs, they will return without paying too much attention to the atmosphere of the café and the purchase intention set by the cafe.

This finding is in line with the research of Yusuf, (2021) and Rosyihuddin et al. (2022), which found that product innovation has a significant influence on purchasing decisions, as well as research by Ambiapuri et al. (2023) which shows similar results without significant differences.

Product innovation issued by Cafe Kopi Kenangan in Samarinda is quite good because it offers unique

and different products. This helps increase people's memory of Cafe Kopi Kenangan, product innovation plays an important role in influencing consumer purchase intention, where new products that are presented can increase a person's desire to buy and try them.

The findings of this study are in line with research conducted by Suroso & Iriani (2014), in this study, it was found that there was a significant influence between modified food products (product innovation) on purchase intention and consumer attitudes. Research conducted by Firdayanti et al. (2023), found that modified product variations (product innovation) have a positive and significant effect on purchase intention.

Purchase intention is very important in purchasing decisions. High purchase intention makes consumers more aware, quick to decide, and more likely to buy. So, Cafe Kopi Kenangan in Samarinda needs to understand what influences purchase intention and use strategies to increase it. That way, Cafe Kopi Kenangan in Samarinda can increase sales and build long-term relationships with consumers.

These findings are in line with research conducted by Solihin (2020), which shows that purchase intention has a positive and significant influence on purchase decisions. The findings of this study are in line with those conducted by However, this is different from previous research conducted by Tyassari et al. (2022), which shows that purchase intention has a positive influence on purchase decisions.

Diverse and attractive product innovations increase consumer purchase intention, which in turn drives purchasing decisions for Cafe Kopi Kenangan products in Samarinda, so it is important to continue to innovate and understand the effect of innovation on purchase intention and purchasing decisions to increase sales and maintain a competitive position in the market.

The findings of this study are in line with the results of research conducted by Firdayanti et al. (2023), where the researchers concluded that product innovation has an important role in their research.

## 5. Conclusion

The conclusion of this study shows that product innovation has a positive and significant effect on purchasing decisions through purchase intention at Cafe Kopi Kenangan in Samarinda. The data analyzed using the SEM-PLS method supports the hypothesis that product innovation increases purchasing decisions both directly and through increased purchase intentions. Thus, the better product innovation is carried out, the higher the purchase intention and consumer purchasing decisions for Cafe Kopi Kenangan in Samarinda.

Based on the results of research using the SEM-PLS method, it was found that product innovation not only directly affects purchasing decisions, but also through increasing consumer purchase intention. Good product innovation increases consumers' purchase intention, which in turn strengthens their purchasing decisions. Therefore, Cafe Kopi Kenangan in Samarinda should continue to focus on developing and improving product innovation to maximize consumers' purchase intention and purchase decisions, which will contribute to increased sales and competitiveness in the market.

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## Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

## Author Contribution

The authors confirm contribution to the paper as follows: **study conception and design:** Virja Riandi, Istimaroh; **data collection:** Virja Riandi; **analysis and interpretation of results:** Istimaroh; **draft manuscript preparation:** Virja Riandi, Istimaroh. All authors reviewed the results and approved the final version of the manuscript.

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