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Drivers of Consumer Purchase Decisions in the Contemporary Beverage Industry: The Role of Promotion Strategy, Product Quality, and Service Quality

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ABSTRACT

This study examines the determinants of consumer purchase decisions in the contemporary beverage industry by investigating the roles of promotional strategy, product quality, and service quality. A quantitative research design was employed using primary data collected through questionnaires from 80 customers of Segaar.Indonesia in Madiun, Indonesia. The data were analyzed using multiple linear regression with the support of SPSS. The findings demonstrate that promotional strategy, product quality, and service quality each have a positive and significant effect on consumer purchase decisions. Among these factors, service quality exhibits the strongest partial influence, indicating the importance of customer-oriented service in shaping purchasing decisions. Furthermore, the three variables jointly have a significant effect on purchase decisions and explain 82.5% of their variance. These findings suggest that an integrated marketing approach that combines effective promotional strategies, consistent product quality, and superior service quality is essential for strengthening consumer purchase decisions in the contemporary beverage market. The study contributes empirical evidence on the relative importance of key marketing factors in an increasingly competitive beverage industry and provides practical implications for businesses seeking to enhance consumer responses and purchasing behavior.

INTRODUCTION

The food and beverage industry has recorded the fourth-largest performance growth among manufacturing sub-sectors (Bajan & Mrówczyńska-Kamińska, 2020; Serrentino et al., 2024). This presents an opportunity for business owners and investors to invest in food and beverage products that are currently trending, such as "trendy" or contemporary beverages (Fiati et al., 2025). The proliferation of new products has intensified competition among business owners, while consumers have become increasingly selective in their choices (Libai et al., 2020; Sima et al., 2020). This heightened competition compels business managers to

meticulously examine their products' competitive advantages and to effectively capitalize on market gaps and opportunities to maximize business results (Keelson et al., 2024).

There is currently a significant demand for unique beverages, driven by a consumer preference for convenience and a desire to try new things (Su et al., 2023), as well as the need to maintain social status with the majority of buyers being millennial teenagers (Sharma et al., 2024). Rapid business growth, particularly in Madiun, has led to increasingly fierce competition. Consequently, companies are compelled to formulate strategies more effectively and creatively to sustain purchasing decisions (Figueiredo et al., 2021; Papadopoulou et al., 2022).

According to (Chen et al., 2020; Thangavel et al., 2022), the purchasing decision is a crucial factor to study, given the vast array of products available on the market and the various aspects consumers consider during the decision-making process. To achieve marketing and sales success, companies must pay close attention to service-related aspects—such as planning promotional strategies and ensuring product quality—as these factors significantly influence customers; similarly, providing friendly service plays a key role in driving consumer purchasing decisions (Choudhury et al., 2025; Riswanto et al., 2024). Consequently, product quality and service quality are aspects that require significant attention from a company (Moon & Armstrong, 2020).

A company's success in marketing activities aimed at driving purchasing decisions among customers often begins with the formulation of a promotional strategy (Ali & Shabn, 2024; Migkos et al., 2025). Promotion is a crucial factor in achieving sales targets; therefore, a well-directed strategy is essential, as it is expected to positively impact sales growth (Zheng et al., 2023). Entrepreneurs in the trendy beverage sector employ promotional strategies to attract customers (Hecht et al., 2020; Sarkis et al., 2025). According to Herlambang and Komara (2022), promotion is a form of communication designed to convey product information to the public, thereby stimulating consumer interest in purchasing the product (Fan et al., 2024; Sarkis et al., 2025).

The second factor product quality, is a key consideration for customers before making a purchase. High, reliable product quality ensures the product remains firmly in the customer's mind (Das Guru & Paulssen, 2020). Furthermore, consumers are becoming increasingly critical regarding what they receive and expect from a product (Tymoshchuk et al., 2024). Consequently, product quality demands primary attention from the company, as it is closely linked to customer satisfaction—the ultimate goal of the company's marketing activities (Hallencreutz & Parmler, 2021; Zhong & Moon, 2020).

Service quality is a key factor in achieving a competitive edge within the beverage industry (Mathong et al., 2020). Intensifying competition has led to heightened consumer expectations regarding service (J. Kim & Yum, 2024). This situation requires a strategic response, specifically by enhancing service quality (Slack & Singh, 2020). According to Suyanti (2021), service quality refers to a consumer's perception of the overall experience

provided by a company. High-quality service within a company fosters consumer satisfaction (Irshad et al., 2024; M. Kim & Kim, 2024).

Therefore, this study is supported by prior research. Various studies indicate that factors influencing customer purchasing decisions include promotional strategies, product quality, and service quality. That study demonstrated that promotion, product quality, and service quality each exert a significant influence on purchasing decisions individually; collectively, these factors also significantly influence purchasing decisions.

Based on the background outlined above, the research problems to be addressed are formulated as follows: 1) Does the promotional strategy have a significant effect on customer decisions regarding Segaar Indonesia's trendy beverages in Madiun? 2) Does product quality have a significant effect on customer decisions regarding Segaar Indonesia's trendy beverages in Madiun? 3) Does service quality have a significant effect on customer decisions regarding Segaar Indonesia's trendy beverages in Madiun? 4) Do promotional strategy, product quality, and service quality collectively have a significant effect on customer decisions regarding Segaar Indonesia's trendy beverages in Madiun?

METHOD

This study focuses on promotion strategy, product quality, service quality, and purchasing decisions regarding the trendy beverage brand "Segaar.Indonesia" in Madiun. Both primary and secondary data were utilized. The subjects of the study were customers who had made more than two purchases at the "Segaar.Indonesia" outlets serving as the research sites. The study population consisted of all customers of the trendy beverage brand Segaar.Indonesia located in the Madiun area. The target population comprised customers who purchased beverages from Segaar.Indonesia during a three-month period, specifically from November 2025 to January 2026. The sampling procedure employed was accidental sampling. Britt et al. (2025) define accidental sampling as a technique based on chance, wherein the researcher selects individuals encountered by happenstance who are suitable as data sources, ceasing the process once the required sample size is reached. Regarding sample determination, the study followed guidelines proposed by Roscoe (cited in Sugiyono, 2019), which state that an appropriate sample size for research ranges from 30 to 500; specifically, for simple experimental research involving correlation or multiple regression, the sample size should be 10 to 20 times the number of variables studied. As there are four variables in this study, the sample size was calculated as 20 multiplied by 4 variables, resulting in 80 respondents. Primary data were collected directly through questionnaires completed by Segaar.Indonesia customers in the Madiun area. The research data were processed using the Statistical Package for the Social Sciences (SPSS) version 23 software.

RESULTS AND DISCUSSION

Results

The study began by testing the research instrument specifically, the questionnaire using a validity test; this is a stage of scientific research that measures the extent to which an instrument or measuring tool accurately assesses what it is intended to measure.

Validity and Reliability Test Results

Validity indicates how well an instrument measures the intended concept or variable. Validity testing assesses the questionnaire instrument a crucial component of many studies used to gather data from respondents representing the population or sample under investigation. The instruments tested for validity include: promotion strategy, measured by indicators from Ningsih et al. (2020) specifically advertising, personal selling, publicity, sales promotion, and direct marketing; product quality, with eight indicators proposed by Tjiptono (2016) performance, features (secondary or complementary characteristics), reliability, conformance to specifications, durability, serviceability, aesthetics (sensory appeal), and perceived quality; and service quality, with indicators from Patri (2021) tangibles (physical evidence), reliability, responsiveness, and assurance. According to Kotler & Armstrong (2022), there are six indicators of purchase decisions: product choice, brand choice, store choice, purchase quantity, purchase timing, and payment method. The validity test results for the study are presented below:

Table 1. Validity Test Results

Variables	Item	r_{hitung} *pearson correlation*	r_{tabel}	Information
Promotion Strategy	X_1.1	0,764	0,219	Valid
	X_1.2	0,853	0,219	Valid
	X_1.3	0,784	0,219	Valid
	X_1.4	0,652	0,219	Valid
	X_1.5	0,840	0,219	Valid
Product Quality	X_2.1	0,787	0,219	Valid
	X_2.2	0,652	0,219	Valid
	X_2.3	0,655	0,219	Valid
	X_2.4	0,765	0,219	Valid
	X_2.5	0,763	0,219	Valid
	X_2.6	0,702	0,219	Valid
	X_2.7	0,764	0,219	Valid
	X_2.8	0,713	0,219	Valid
Service Quality	X_3.1	0,812	0,219	Valid
	X_3.2	0,817	0,219	Valid
	X_3.3	0,650	0,219	Valid
	X_3.4	0,822	0,219	Valid
	X_3.5	0,727	0,219	Valid

	$Y_1.1$	0,705	0,219	Valid
	$Y_1.2$	0,732	0,219	Valid
Purchase	$Y_1.3$	0,664	0,219	Valid
Decisions	$Y_1.4$	0,675	0,219	Valid
	$Y_1.5$	0,736	0,219	Valid
	$Y_1.6$	0,571	0,219	Valid

Sources: SPSS output, 2026

Based on the validity test results presented in Table 1, it can be concluded that for all indicators used to measure the variables in this study, the calculated r-value for each questionnaire item exceeds the r-table value (0.219) and is positive; consequently, all items representing the dependent and independent variables are confirmed to be valid.

The next step is to conduct a reliability test; in the context of research, reliability measures the extent to which an instrument consistently measures the same concept or variable. A reliable instrument yields relatively stable and consistent results when used repeatedly under similar conditions.

Table 2. Reliability Test Results

Variabel	*Cronbach Alpha*	Batas minimum *Cronbach Alpha*	Keterangan
Promotion Strategy	0,841	0,60	Reliabel
Product Quality	0,869	0,60	Reliabel
Service Quality	0,823	0,60	Reliabel
Purchase Decisions	0,766	0,60	Reliabel

Sources: Output SPSS, 2026

Based on the reliability test results summarized in Table 2, it can be seen that the Cronbach's Alpha value for each variable is greater than 0.60. Therefore, these indicators can be used as instruments in the study.

Coefficient of Determination (R^2)

The coefficient of determination is a statistical value used to determine the percentage of the influence exerted by all independent variables on the dependent variable. The results of the data analysis using the model summary are presented below:

Table 3. Coefficient of Determination (R^2) Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.912[a]	.832	.825	1.08569	1.960

a. Predictors: (Constant), Service Quality (X3), Product Quality (X2), Promotion Strategy (X1)

b. Dependent Variable: Purchase Decisions (Y)

Sources: Output SPSS, 2026

Based on the Summary table above, the R^2 (Adjusted R-square) value is 0.825 (or 82.5%). This indicates that the combined influence of promotion strategy, product quality, and service quality on customer decisions accounts for 82.5% of the variance; in other words, the customer decision variable is explained or influenced by the variables of promotion strategy, product quality, and service quality to the extent of 82.5%, while the remaining 17.5% is explained or influenced by other variables not examined in this study.

F-Test (Simultaneous)

The simultaneous testing of all independent variables against the dependent variable is assessed via the F-test results. The F-test is used to determine the combined (simultaneous) effect of the independent variables on the dependent variable. The testing criterion is that if the Sig. value is < 0.05, then H0 is rejected and Ha is accepted (indicating a significant simultaneous effect).

Table 4. F-Test (Simultaneous) Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	443.105	3	147.702	125.307	.000[b]
	Residual	89.583	76	1.179		
	Total	532.687	79			

a. Dependent Variable: Purchase Decisions (Y)

b. Predictors: (Constant), Service Quality (X3), Product Quality (X2), Promotion Strategy (X1)

Sources: Output SPSS, 2026

Based on the table above, the calculated F-value is 125.307 with a significance value of 0.000 (< 0.05); therefore, it can be concluded that H0 is rejected and Ha4 is accepted, meaning that promotion strategy, product quality, and service quality collectively have a significant influence on customer decisions regarding trendy beverages at Segaar.Indonesia.

Partial Hypothesis Test (t-test)

The t-test is used to determine the partial effect of each independent variable on the dependent variable. The calculated t-value is used to test the significance of the regression coefficient. If the probability of error associated with the calculated t-value is less than a specific significance level (e.g., 5%), then the independent variable has a significant partial effect on the dependent variable.

Tabel 5. Partial Hypothesis Test Results (t-test)

Coefficients[a]

Model		Standardized Coefficients Beta	t	Sig.
1	(Constant)		2.235	.028
	Promotion Strategy (X1)	.212	2.678	.009
	Product Quality (X2)	.247	3.430	.001
	Service Quality (X3),	.534	6.509	.000

a. Dependent Variable: Purchase Decisions (Y)

Sources: Output SPSS, 2026

Based on Table 5 above, the partial hypothesis test indicates that all three independent variables have positive and statistically significant effects on customer purchase decisions. Promotional strategy has a positive effect ($\beta = 0.212$; $t = 2.678$; $p = 0.009$), while product quality shows a stronger positive effect ($\beta = 0.247$; $t = 3.430$; $p = 0.001$). Notably, service quality demonstrates the strongest effect ($\beta = 0.534$; $t = 6.509$; $p < 0.001$). These findings suggest that although promotional activities and product quality contribute significantly to purchase decisions, service quality represents the most influential determinant, emphasizing the strategic importance of superior customer service in stimulating consumer purchasing behavior.

Discussion

The Influence of Promotion Strategy on Consumer Purchase Decisions

The findings demonstrate that promotional strategy has a positive and significant effect on consumer purchase decisions ($\beta = 0.212$; $t = 2.678$; $p = 0.009$). This result indicates that more effective promotional activities can strengthen consumers' willingness to choose and purchase products from Segaar.Indonesia. The finding is consistent with the argument presented in the Introduction that promotion functions as an important marketing mechanism for communicating product value and stimulating consumer interest. In the contemporary beverage market, promotional activities can increase product visibility, attract consumer attention, and facilitate the transition from promotional exposure to purchasing behavior. This interpretation is supported by Fan et al. (2024), who emphasize the importance of product information presentation in shaping consumers' purchase intentions, and by Sarkis et al. (2025), who highlight the role of digital engagement in strengthening customer responsiveness in the food and beverage industry.

The significant effect of promotional strategy also reflects the increasingly competitive nature of the contemporary beverage market. As consumers are exposed to numerous product alternatives, firms need to develop promotional strategies that are relevant, informative, and responsive to changing consumer preferences. This finding is therefore consistent with the

broader perspective of Figueiredo et al. (2021), which emphasizes the strategic importance of digital marketing capabilities in responding to contemporary market dynamics. Thus, promotional strategy should not merely focus on increasing exposure but should also communicate relevant product value and create meaningful consumer engagement.

The Influence of Product Quality on Consumer Purchase Decisions

Product quality also has a positive and significant effect on consumer purchase decisions ($\beta = 0.247$; $t = 3.430$; $p = 0.001$). This finding indicates that consumers are more likely to make favorable purchasing decisions when they perceive the beverage product as consistent, reliable, and capable of meeting their expectations. The result supports the premise in the Introduction that product quality represents an important consideration before consumers make purchasing decisions, particularly in a market characterized by increasing consumer selectivity.

The finding is consistent with Das Guru and Paulssen (2020), who emphasize the importance of customers' experienced product quality in evaluating products. Similarly, Tymoshchuk et al. (2024) demonstrate that consumers' evaluations of product attributes can influence their behavioral responses. In the food and beverage context, product quality is also closely associated with customer satisfaction and subsequent behavioral outcomes (Hallencreutz & Parmler, 2021; Zhong & Moon, 2020). Therefore, maintaining consistent taste, freshness, appearance, and product specifications is strategically important for strengthening consumer confidence and encouraging purchase decisions.

The Influence of Service Quality on Consumer Purchase Decisions

Service quality exhibits the strongest positive and significant effect on consumer purchase decisions among the three predictors ($\beta = 0.534$; $t = 6.509$; $p < 0.001$). This finding suggests that the quality of interactions and experiences provided to customers plays a particularly important role in shaping purchasing decisions at Segaar.Indonesia. The result reinforces the argument in the Introduction that service quality constitutes an important source of competitive advantage in the beverage industry, where consumer expectations continue to increase.

The finding is consistent with Moon and Armstrong (2020), who identify service quality as an important factor influencing customer attitudes, and Slack and Singh (2020), who demonstrate the relevance of service quality to customer satisfaction and loyalty. More recent evidence from Kim and Yum (2024) further indicates that service quality contributes to favorable consumer responses through customer satisfaction and trust. In addition, Irshad et al. (2024) highlight the importance of service quality in fostering purchase intentions and strengthening customer-related outcomes. The relatively stronger coefficient of service quality in the present study therefore suggests that, in the contemporary beverage context, the customer experience generated during service encounters may be more influential than promotional attractiveness or product attributes alone.

The Simultaneous Influence of Promotion Strategy, Product Quality, and Service Quality

The simultaneous test confirms that promotion strategy, product quality, and service quality jointly have a significant effect on consumer purchase decisions ($F = 125.307$; $p < 0.001$). Furthermore, the Adjusted R^2 of 0.825 indicates that the three variables collectively explain 82.5% of the variance in consumer purchase decisions. This finding reinforces the central argument of the Introduction that purchasing decisions in an increasingly competitive market are shaped by multiple marketing dimensions rather than by a single factor.

The substantial explanatory contribution of the model indicates that promotional effectiveness, product quality, and service quality operate as complementary dimensions in creating consumer value. Promotion attracts and informs consumers, product quality provides the substantive value expected from the purchase, while service quality shapes the overall consumption experience. This integrated perspective is consistent with Hallencreutz and Parmler (2021), who emphasize the interconnected importance of product and service quality in customer satisfaction, and Zhong and Moon (2020), who demonstrate that product quality and service-related factors are important components of consumer evaluations in the food service context.

Overall, the findings suggest that Segaar.Indonesia should manage promotion strategy, product quality, and service quality as interconnected marketing priorities. The particularly strong effect of service quality further indicates that competitive advantage in the contemporary beverage industry depends not only on attracting customers but also on delivering consistent product value and superior customer experiences throughout the purchasing process.

CONCLUSION

This study concludes that promotional strategy, product quality, and service quality are important determinants of customer purchasing decisions for trendy beverages at Segaar.Indonesia in Madiun. The findings demonstrate that an effective promotional strategy positively and significantly influences purchasing decisions, indicating that well-designed promotional activities can strengthen customer awareness, stimulate purchase intentions, and encourage actual purchasing behavior. Product quality also exerts a positive and significant effect, suggesting that consistency in product performance, freshness, reliability, and sensory attributes plays an essential role in increasing customers' confidence in choosing the product.

Among the examined predictors, service quality demonstrates the strongest partial influence on purchasing decisions. This finding highlights the strategic importance of customer-facing interactions, particularly friendliness, responsiveness, reliability, and the overall service experience, in shaping customers' decisions. Thus, purchasing decisions in the contemporary beverage market are not determined solely by the attractiveness of promotional activities or the physical quality of products, but also by the quality of the experience delivered throughout the customer journey.

Furthermore, promotional strategy, product quality, and service quality collectively exert a significant influence on customer purchasing decisions. The model explains a substantial proportion of the variance in purchasing decisions, with an Adjusted R^2 of 0.825, indicating

that the integration of these three marketing dimensions provides a strong explanatory framework for understanding customer decision-making in the context of Segaar.Indonesia. Overall, the findings reinforce the importance of an integrated marketing approach in the increasingly competitive trendy beverage industry. Businesses should therefore avoid treating promotion, product quality, and service quality as isolated strategic functions. Instead, these dimensions should be managed as complementary capabilities that collectively create customer value, strengthen purchase confidence, and improve the firm's competitive position.

SUGGESTIONS AND IMPLICATIONS

Based on the findings, Segaar.Indonesia should prioritize continuous improvement in service quality because it represents the strongest predictor of customer purchasing decisions in the present model. Management should strengthen employee responsiveness, friendliness, reliability, and customer engagement while maintaining a consistent service experience across customer interactions.

Second, promotional activities should be developed more strategically and responsively to changing consumer preferences. Rather than relying solely on conventional promotional approaches, the company could develop more targeted promotional programs, particularly through digital and social media channels, customer-oriented campaigns, and personalized promotional content. Such initiatives may increase customer engagement and strengthen the conversion of promotional exposure into purchasing decisions.

Third, product quality should be maintained through consistent control of ingredients, taste, freshness, presentation, and product specifications. Continuous monitoring is important because inconsistency in product quality may weaken customer confidence and reduce the likelihood of repeat purchasing. From a managerial perspective, the findings suggest that the strongest performance gains may be achieved through the simultaneous integration of promotional effectiveness, product consistency, and superior service delivery. Management should therefore formulate a coordinated marketing strategy rather than implementing these dimensions independently.

For future research, the relatively high explanatory power of the current model also indicates opportunities to investigate other determinants of purchasing decisions that were not included in this study. Future studies could incorporate variables such as price perception, brand image, customer satisfaction, customer experience, electronic word-of-mouth, social media engagement, perceived value, and customer loyalty. Research involving larger and more diverse samples, multiple locations, and longitudinal or comparative designs would also provide stronger evidence regarding the generalizability and temporal stability of these relationships.

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