

ABSTRAK

Industri *coffee shop* di Indonesia berkembang pesat dan mendorong persaingan yang semakin ketat, sehingga strategi pemasaran yang tepat menjadi kunci keberhasilan suatu merek. Kopi Kenangan sebagai salah satu *coffee shop* favorit di Indonesia menghadapi dinamika persaingan di tingkat lokal seperti Purwokerto, di mana keputusan pembelian konsumen tidak hanya dipengaruhi oleh popularitas merek, tetapi juga oleh promosi, inovasi produk, dan penyebaran informasi melalui media sosial. Penelitian ini bertujuan untuk menganalisis pengaruh promosi dan inovasi produk terhadap keputusan pembelian konsumen Kopi Kenangan di Purwokerto, baik secara langsung maupun melalui viral marketing sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel sebanyak 100 responden konsumen Kopi Kenangan di Purwokerto. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan aplikasi SPSS dengan dua model analisis regresi linear berganda, serta uji Sobel untuk menguji peran mediasi, berdasarkan teori *Stimulus-Organism-Response* (S-O-R), di mana promosi dan inovasi produk berperan sebagai stimulus, viral marketing sebagai organism, dan keputusan pembelian sebagai response. Hasil penelitian menunjukkan bahwa promosi dan inovasi produk berpengaruh positif dan signifikan terhadap viral marketing maupun keputusan pembelian konsumen. Namun, viral marketing tidak berpengaruh signifikan terhadap keputusan pembelian, serta tidak mampu memediasi pengaruh promosi maupun inovasi produk terhadap keputusan pembelian. Hal ini menunjukkan bahwa konsumen Kopi Kenangan di Purwokerto lebih terdorong melakukan pembelian karena manfaat promosi dan inovasi produk yang dirasakan secara langsung, dibandingkan melalui penyebaran informasi di media sosial. Kopi Kenangan disarankan untuk mempertahankan program promosi serta terus mengembangkan inovasi produk guna meningkatkan keputusan pembelian konsumen.

Kata kunci: Promosi, Inovasi Produk, Viral Marketing, Keputusan Pembelian, Kopi Kenangan

ABSTRACT

The coffee shop industry in Indonesia is growing rapidly and intensifying competition, making the right marketing strategy a key factor for a brand's success. Kopi Kenangan, as one of Indonesia's favorite coffee shop brands, faces local competition dynamics in cities such as Purwokerto, where consumer purchasing decisions are influenced not only by brand popularity but also by promotion, product innovation, and information dissemination through social media. This study aims to analyze the effect of promotion and product innovation on consumer purchasing decisions at Kopi Kenangan in Purwokerto, both directly and through viral marketing as a mediating variable. This study uses a quantitative approach with a sample of 100 respondents who are consumers of Kopi Kenangan in Purwokerto. Data were collected through questionnaires and analyzed using SPSS with two multiple linear regression models, along with the Sobel test to examine the mediating role, based on the Stimulus-Organism-Response (S-O-R) theory, in which promotion and product innovation act as stimuli, viral marketing as the organism, and purchasing decisions as the response. The results show that promotion and product innovation have a positive and significant effect on both viral marketing and consumer purchasing decisions. However, viral marketing does not have a significant effect on purchasing decisions, and it fails to mediate the effect of promotion or product innovation on purchasing decisions. This indicates that consumers of Kopi Kenangan in Purwokerto are more driven to make purchases by the direct benefits of promotion and product innovation, rather than through the dissemination of information on social media. Kopi Kenangan is advised to maintain its promotional programs and continue developing product innovation to increase consumer purchasing decisions.

Keywords: Promotion, Product Innovation, Viral Marketing, Purchasing Decision, Kopi Kenangan