

Research Article

The Influence of Value Proposition, Customer Perceived Value, Customer Engagement, and Delivery Process on Purchase Decisions of Kopi Kenangan Products in Bandar Lampung

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Abstract: This study examines consumer purchase decisions toward Kopi Kenangan products in Bandar Lampung, focusing on the role of value proposition, customer perceived value, customer engagement, and delivery process. The growth of ready-to-drink coffee brands has increased competition, making it important to understand the factors that encourage consumers to choose a particular coffee brand. This study aims to analyze the partial and simultaneous effects of value proposition, customer perceived value, customer engagement, and delivery process on purchase decisions. A quantitative approach was applied using a survey method. Data were collected through an online questionnaire distributed to 400 Kopi Kenangan consumers selected using purposive sampling. The data were analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression with SPSS. The findings show that value proposition, customer perceived value, customer engagement, and delivery process have positive and significant effects on purchase decisions. Simultaneously, these four variables also significantly influence consumer purchase decisions. The results indicate that purchase decisions are formed not only by product quality, but also by perceived benefits, brand interaction, and service convenience. This study contributes to marketing and consumer behavior literature and provides practical insights for improving coffee brand competitiveness.

Keywords: Coffee Industry; Consumer Behavior; Customer Perceived Value; Kopi Kenangan; Value Proposition.

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1. Introduction

The phenomenon of rapid growth in the ready-to-drink coffee industry has transformed coffee consumption from a simple drinking habit into a lifestyle, social activity, and consumer experience. (Budiman & Radian, 2021) found that cafe atmosphere influences purchase decisions among Generation Z consumers, indicating that young consumers evaluate not only the product but also the experience surrounding the purchase. Arrasyid et al. (2023). showed that social media marketing and price perception influence purchase decisions and customer satisfaction among Kopi Kenangan consumers, which reflects the importance of digital promotion and perceived affordability in the modern coffee market.

The phenomenon of intense competition among coffee brands requires companies to create a clear and distinctive value proposition. Nursari, Rahyono, et al. (2024) emphasized that branding, packaging, product, price, and taste are important elements in strengthening business opportunities, which means that value offered to consumers must be visible through both product and marketing attributes. Raudi et al. (2025) explained that perceived value, social media, store environment, and marketing strategy influence coffee shop purchase decisions, showing that value proposition is closely related to how consumers compare one coffee brand with another.

The phenomenon of digital-based consumer behavior has made purchasing decisions more influenced by online information, product innovation, and social influence. Kurnia et al. (2024) found that e-commerce, word of mouth, product innovation, and influencers affect marketplace purchase decisions among university students, indicating that digital interaction is highly relevant for young consumers. Fatmawati et al. (2023) explained that customer-perceived value in e-commerce is shaped by marketplace reputation, perceived ease of transaction, and website attractiveness, which supports the view that consumers evaluate both benefits and convenience before making a purchase decision.

The phenomenon of stronger digital engagement has encouraged food and beverage brands to build closer relationships with consumers through interactive platforms. (Fahmi, 2024) stated that customer engagement mediates the relationship between digital marketing, food quality, satisfaction, and purchase decisions in the culinary industry. Asmirani et al. (2025) showed that TikTok live streaming increases consumer purchasing power through direct interaction, product trust, and exclusive promotion, which indicates that digital engagement can stimulate purchase behavior in online business contexts.

The phenomenon of online food delivery growth has changed how consumers assess food and beverage service quality. Octaviani & Cahyadi (2022) explained that competition among GoFood, GrabFood, and Shopee Food requires service providers to improve service quality attributes because consumers have many platform choices. Pillai et al. (2022) found that perceived benefits, perceived risks, and online persuasion influence consumers' purchase intention in online food delivery services, indicating that delivery process quality can affect consumer confidence and purchase decisions.

The phenomenon of integrated consumer experience shows that purchase decisions are formed through a combination of value, engagement, and service process. Laksono et al. (2026) found that electronic word of mouth usefulness and credibility influence customer engagement, purchase intention, and purchase decisions in online food delivery services. (Shroff et al., 2022) explained that online food delivery research has developed from website-based services into mobile application-based services, which confirms the need to examine delivery process as part of modern consumer behavior. Therefore, this study aims to analyze the influence of value proposition, customer perceived value, customer engagement, and delivery process on purchase decisions of Kopi Kenangan products in Bandar Lampung.

2. Literature Review

Value-Based Purchase Decision in Digital Consumer Behavior

Consumer purchase decisions in the food and beverage industry are increasingly shaped by value evaluation, service experience, and digital convenience. Cahyati et al. (2025) found that lifestyle, service quality, and price significantly influence customer satisfaction in the context of Gojek users, indicating that consumers evaluate digital service platforms based on both personal lifestyle and service performance. Jabbour et al. (2025) explained that e-service quality, perceived food quality, trust, time-saving orientation, and convenience motivation influence consumer attitudes and purchase intention toward online food ordering platforms.

Value proposition refers to the set of benefits offered by a company to make its product more attractive and competitive in the market. Ramadan et al. (2024) showed that product, price, place, promotion, personnel, process, and physical evidence influence customer satisfaction in the Magerjek online transportation service, suggesting that value creation is formed through a combination of product and service attributes. Blut et al. (2024) argued that customer perceived value is best understood through an integrated model consisting of benefits, sacrifices, and overall value, which means that consumers make purchase decisions after comparing what they receive with what they give up.

In the context of Kopi Kenangan, value proposition can be reflected through product quality, menu uniqueness, affordable pricing, ease of access, and brand relevance to young consumers. Customer perceived value strengthens this process because consumers do not only assess coffee taste, but also evaluate the emotional, functional, and social benefits obtained from the product. Therefore, value proposition and customer perceived value are important variables in explaining why consumers choose Kopi Kenangan over other coffee brands.

Customer Engagement and Delivery Process in Food and Beverage Services

Customer engagement has become an important concept in modern marketing because consumers actively interact with brands through digital media, online reviews, mobile applications, and promotional content. (Nursari et al., 2024) found that the use of WhatsApp

Business can support digital marketing activities by helping business actors promote products and communicate more effectively with customers. Sarkis et al. (2025) demonstrated that social media advertisements, electronic word of mouth, and digital influencers significantly shape customer responsiveness in the food and beverage industry.

The delivery process is also a key factor in digital food and beverage consumption because customers expect fast, accurate, and convenient service. Ma et al. (2024) used online reviews to identify service quality dimensions in online food delivery and showed that consumers evaluate delivery services through real user experiences. Lin et al. (2024) found that mobile application service quality influences mobile app satisfaction, food satisfaction, and repurchase intention in online food delivery services.

Digital transformation in culinary businesses further strengthens the relevance of service process improvement. (Nursari et al., 2024) discussed digital transformation and quality improvement through technology, service, and process assistance for culinary MSMEs in Bandar Lampung, showing that digital adaptation is important for food and beverage business development. Wuryanti & Nurlia (2024) examined factors affecting purchase decisions in the Lazada application, indicating that digital platforms have become an important environment for understanding consumer decision-making.

Based on the reviewed studies, previous research has examined purchase decisions, service quality, digital marketing, customer satisfaction, and online food delivery separately. However, limited studies have integrated value proposition, customer perceived value, customer engagement, and delivery process in one empirical model, particularly in the context of Kopi Kenangan consumers in Bandar Lampung. Therefore, this study fills the gap by analyzing how these four variables simultaneously and partially influence purchase decisions in the modern ready-to-drink coffee industry.

3. Proposed Method

This study used a quantitative approach with an associative research design to examine the influence of value proposition, customer perceived value, customer engagement, and delivery process on purchase decisions. The research object was Kopi Kenangan consumers in Bandar Lampung. The respondents were selected using purposive sampling with the criteria that they had purchased Kopi Kenangan products either directly at the outlet or through delivery services.

The sample size was determined using the Slovin formula with a population of 422,925 people and a 5% margin of error. The calculation resulted in 399.6 respondents, which was rounded to 400 respondents. Data were collected using an online questionnaire distributed through Google Form. Each item was measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree.

The data were analyzed using SPSS. The analysis stages included data editing, coding, validity testing, reliability testing, classical assumption testing, and multiple linear regression. The classical assumption tests consisted of normality, multicollinearity, and heteroscedasticity tests. Hypothesis testing was conducted using the t-test, F-test, and coefficient of determination.

Algorithm/Pseudocode

Algorithm 1. Research Procedure

INPUT: Questionnaire responses from Kopi Kenangan consumers.

OUTPUT: The effect of value proposition, customer perceived value, customer engagement, and delivery process on purchase decisions. Step 1: Identify the research variables. Step 2: Develop questionnaire items based on each variable indicator. Step 3: Determine the sample using the Slovin formula. Step 4: Collect data from 400 respondents. Step 5: Test the validity and reliability of the instrument. Step 6: Conduct classical assumption tests. Step 7: Analyze the data using multiple linear regression. Step 8: Test the hypotheses using t-test, F-test, and R². Step 9: Interpret the results and draw conclusions.

Mathematical Components

Eq. (1) was used to calculate the sample size.

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{422,925}{1 + 422,925(0.05)^2} = 399.6 \approx 400$$

Thus, the number of respondents used in this study was 400.

Eq. (2) was used to analyze the relationship between the independent variables and purchase decision.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Where Y represents purchase decision, X_1 represents value proposition, X_2 represents customer perceived value, X_3 represents customer engagement, X_4 represents delivery process, a is the constant, $b_1 - b_4$ are regression coefficients, and e is the error term.

4. Results and Discussion

The data in this study were obtained from 400 Kopi Kenangan consumers in Bandar Lampung through an online questionnaire distributed using Google Form. The responses were tabulated using spreadsheet software and analyzed using SPSS. The analysis included respondent profile description, instrument testing, classical assumption testing, multiple linear regression, and hypothesis testing.

The respondent profile shows that most respondents were female, with 262 respondents or 65.4%, while male respondents consisted of 138 respondents or 34.6%. Based on age, the largest group was 20–24 years old, with 198 respondents or 52.5%. This indicates that Kopi Kenangan consumers in this study were dominated by young consumers who are familiar with digital platforms, online food delivery, and modern coffee consumption trends.

Table 1. Respondent Profile.

Category	Classification	Frequency	Percentage
Gender	Male	138	34.6%
Gender	Female	262	65.4%
Age	15–19 years	72	14.0%
Age	20–24 years	198	52.5%
Age	25–29 years	92	27.1%
Age	30–34 years	26	3.5%
Age	35–39 years	12	3.0%

The instrument test showed that all questionnaire items were valid because each item had an r -count value greater than the r -table value of 0.1966 and a significance value below 0.05. The reliability test also showed that all items were reliable because the corrected item-total correlation values were above 0.60. Therefore, all questionnaire items were suitable for further statistical analysis.

Before conducting multiple linear regression, classical assumption tests were performed. The multicollinearity test showed that all tolerance values were above 0.10 and all VIF values were below 10. The Kolmogorov–Smirnov normality test produced an Asymp. Sig. value of 0.062, which was greater than 0.05. The scatterplot also showed that the residual points were randomly distributed and did not form a specific pattern. These results indicate that the regression model met the requirements of normality, multicollinearity, and heteroscedasticity assumptions.

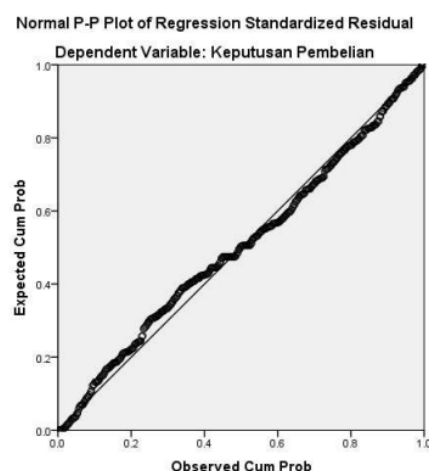


Figure 1. Normal P–P Plot and Scatterplot of Regression Residuals.

The Normal P–P Plot shows that the residual points follow the diagonal line, while the scatterplot shows random distribution of residuals. This indicates that the regression model is appropriate for further analysis.

Table 2. Classical Assumption Test Results.

Test	Indicator	Result	Conclusion
Normality	Kolmogorov–Smirnov Sig.	0.062	Normal
Multicollinearity X1	Tolerance / VIF	0.431 / 2.322	No multicollinearity
Multicollinearity X2	Tolerance / VIF	0.378 / 2.645	No multicollinearity
Multicollinearity X3	Tolerance / VIF	0.414 / 2.413	No multicollinearity
Multicollinearity X4	Tolerance / VIF	0.451 / 2.217	No multicollinearity
Heteroscedasticity	Scatterplot pattern	Random	No heteroscedasticity

The multiple linear regression analysis was used to examine the influence of value proposition, customer perceived value, customer engagement, and delivery process on purchase decisions. The regression equation is presented as follows:

$$Y = 0.993 + 0.170X_1 + 0.249X_2 + 0.283X_3 + 0.277X_4$$

The equation shows that all independent variables have positive regression coefficients. This means that improvements in value proposition, customer perceived value, customer engagement, and delivery process are followed by an increase in consumer purchase decisions. Among the four variables, customer engagement had the highest coefficient value of 0.283, followed by delivery process at 0.277, customer perceived value at 0.249, and value proposition at 0.170.

Table 3. Multiple Linear Regression and Partial Test Results.

Variable	B	Beta	t-value	Sig.	Hypothesis
Constant	0.993	-	0.944	0.346	-
Value Proposition (X1)	0.170	0.154	3.314	0.001	Accepted
Customer Perceived Value (X2)	0.249	0.285	5.757	0.000	Accepted
Customer Engagement (X3)	0.283	0.249	5.260	0.000	Accepted
Delivery Process (X4)	0.277	0.225	4.954	0.000	Accepted

The partial test results show that value proposition has a positive and significant effect on purchase decisions, with a significance value of 0.001. This result supports H1. It means that the clearer and stronger the value offered by Kopi Kenangan, such as product benefits, menu uniqueness, competitive pricing, and emotional value, the higher the consumer purchase decision.

Customer perceived value also has a positive and significant effect on purchase decisions, with a significance value of 0.000. This result supports H2. The finding indicates that consumers are more likely to purchase Kopi Kenangan products when they perceive that the benefits received are equal to or greater than the money, time, and effort spent. Based on the t-value, customer perceived value had the strongest statistical contribution among the independent variables.

Customer engagement has a positive and significant effect on purchase decisions, with a significance value of 0.000. This result supports H3. The positive coefficient indicates that consumer interaction, emotional connection, and interest in the brand can encourage purchase decisions. In the context of Kopi Kenangan, engagement may be formed through digital promotion, social media interaction, brand familiarity, and consumer experience.

Delivery process also has a positive and significant effect on purchase decisions, with a significance value of 0.000. This result supports H4. A fast, accurate, reliable, and convenient delivery process can strengthen consumer confidence in purchasing Kopi Kenangan products, especially because many consumers today use online delivery platforms for food and beverage purchases.

The simultaneous test showed that the four independent variables jointly influenced purchase decisions. The F-value was 170.413 with a significance value of 0.000, which is lower than 0.05. Therefore, H5 is accepted. This means that value proposition, customer perceived value, customer engagement, and delivery process simultaneously have a significant effect on purchase decisions.

Table 4. Model Fit and Coefficient of Determination.

Indicator	Value
F-value	170.413
Sig. F	0.000
R	0.796
R Square	0.633
Adjusted R Square	0.629
Std. Error of Estimate	2.707

The coefficient of determination shows an R Square value of 0.633. This means that 63.3% of the variation in purchase decisions can be explained by value proposition, customer perceived value, customer engagement, and delivery process. Meanwhile, the remaining 36.7% is explained by other factors outside this research model, such as price promotion, brand image, lifestyle, product availability, or individual consumer preferences.

Overall, the findings show that purchase decisions for Kopi Kenangan products are not determined by a single factor. Consumers evaluate the value offered by the brand, the benefits they feel, their engagement with the brand, and the quality of the delivery process. The most important implication of this finding is that Kopi Kenangan should not only focus on product taste, but also strengthen customer interaction, maintain perceived value, and improve service consistency across both direct outlets and delivery channels

5. Comparison

The findings of this study are consistent with previous research in the food and beverage sector, which explains that consumer purchase decisions are shaped by product quality, brand image, and price perception. Khotimah & Soliha (2023) found that these three factors have a positive influence on the food and beverage purchase decision process. In this study, value proposition is broader than product quality and price alone because it includes the overall value offered by Kopi Kenangan, such as product benefits, uniqueness, emotional value, and competitive advantage.

The result related to customer perceived value is also in line with coffee shop research that places perceived value as an important mechanism in consumer behavior. Dirgandana & Tamara (2025) showed that perceived value plays an important role in connecting store atmosphere and sustainability marketing with purchase intention in Indonesian coffee shops. However, this study differs because it does not only examine purchase intention, but focuses on purchase decision as the actual decision-making stage of Kopi Kenangan consumers.

The finding on customer engagement is supported by recent research in the coffee shop industry. Antari et al. (2025) found that social media marketing can increase brand awareness and customer engagement, which then encourages purchasing decisions in coffee shops. This supports the argument that consumer involvement with a brand is no longer limited to direct interaction at the outlet, but also occurs through digital communication, online content, and brand-related activities on social media.

This study also supports the broader development of food consumer behavior in the digital era. Rini et al. (2024) explained that social media has become an important part of food consumer behavior because it can function as a source of information, a determinant of consumer response, and a tool for understanding food-related decisions. This is relevant to Kopi Kenangan because young consumers often interact with brands through digital platforms before making purchase decisions.

The result on delivery process is in line with studies on online food delivery services. Utami et al. (2023) found that service quality and price influence purchase decisions in online food delivery applications. In this study, the delivery process is not only viewed as delivery speed, but also as order accuracy, service reliability, ease of access, and the consumer's overall experience when purchasing Kopi Kenangan through both outlet and online channels.

This study also has a different emphasis from previous research on Kopi Kenangan. (Ruslim et al., 2024) examined coffee quality, service quality, and perceived price as antecedents of customer satisfaction at a Kopi Kenangan outlet in West Jakarta. Meanwhile, this study focuses on purchase decisions in Bandar Lampung and integrates value proposition, customer perceived value, customer engagement, and delivery process in one model, making the research scope more related to consumer decision-making rather than satisfaction alone.

A different finding can also be seen when compared with studies that focus on sustainability marketing. (Dirgandana & Tamara, 2025) found that sustainability marketing does not directly influence consumer purchase intention, although perceived value can strengthen its role. This differs from the present study, where the variables used are more directly related to the consumer's practical and experiential evaluation, such as perceived benefits, brand engagement, and delivery process.

Overall, the contribution of this study lies in its integrated approach. Previous studies generally examined purchase decisions through separate variables such as product quality, brand image, price, social media marketing, perceived value, or service quality. This study combines value proposition, customer perceived value, customer engagement, and delivery process to explain purchase decisions in the ready-to-drink coffee industry. Therefore, this

research provides a more comprehensive understanding of how Kopi Kenangan consumers in Bandar Lampung make purchase decisions in a competitive and digitally connected market.

6. Conclusions

This study concludes that value proposition, customer perceived value, customer engagement, and delivery process positively influence purchase decisions of Kopi Kenangan products in Bandar Lampung. These findings show that consumers make purchase decisions not only based on product taste, but also on the value offered by the brand, the benefits they perceive, their interaction with the brand, and the quality of service delivery. Therefore, all hypotheses in this study are supported, both partially and simultaneously.

Theoretically, this study contributes to consumer behavior and marketing literature by integrating value proposition, perceived value, engagement, and delivery process in one model within the ready-to-drink coffee industry. Practically, Kopi Kenangan should strengthen product value, maintain price-quality suitability, improve digital engagement, and ensure fast and accurate delivery services. This study is limited to Kopi Kenangan consumers in Bandar Lampung, so future research is suggested to expand the research location, compare different coffee brands, and include other variables such as brand image, promotion, lifestyle, store atmosphere, and customer loyalty.

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