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THE EFFECT OF NEW USER DISCOUNT VOUCHERS, APPLICATION EASE, AND CUSTOMER SATISFACTION ON CONSUMER PURCHASE DECISIONS OF KOPI KENANGAN OUTLET TANANIMA

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ABSTRACT

This study examines the influence of new user discount vouchers, application ease of use, and customer satisfaction on purchasing decisions at the Kopi Kenangan Tananima outlet. A quantitative survey was conducted involving 106 application users, and data were analyzed using multiple linear regression with IBM SPSS. The results indicate that all variables are valid and highly reliable, with normally distributed data. The coefficient of determination ($R^2 = 0.745$) shows that 74.5% of purchasing decisions are explained by the three variables. Simultaneous testing reveals a significant effect of all independent variables on purchasing decisions, while partial testing confirms that each variable has a positive and significant influence, with discount vouchers being the most dominant factor. These findings suggest that promotional strategies, application usability, and customer satisfaction significantly contribute to increasing consumer purchasing decisions.

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INTRODUCTION

The coffee industry is one of the sectors that has experienced rapid growth in recent years in Indonesia. The increase in the number of modern coffee shops, product innovation, and changes in people's lifestyles have driven increased coffee consumption across various groups (International Coffee Organization, 2023; Association of Indonesian Coffee Exporters and Industries, 2022). According to data from the International Coffee Organization, Indonesia is among the world's largest coffee producers, with production levels continuing to increase annually (International Coffee Organization, 2023). Furthermore, data from the Association of Indonesian Coffee Exporters and Industries shows that domestic coffee consumption in Indonesia has experienced significant growth (AEKI, 2022). This condition indicates that coffee is no longer just a daily beverage but has become part of the modern lifestyle, in line with changing consumption patterns and urban lifestyle trends (Samoggia & Riedel, 2020; Ferreira et al., 2021).

The development of digital technology has also influenced consumer behavior patterns when purchasing food and beverage products. Currently, consumers tend to choose more practical

and efficient methods for conducting transactions, one of which is through digital applications (Kotler & Keller, 2016; Chaffey, 2015). The use of mobile applications allows consumers to order products, obtain promotional information, and make payments more easily without having to visit the store in person (Laudon & Traver, 2020; Turban et al., 2018). This phenomenon has encouraged many companies in the food and beverage sector to integrate digital technology as part of their marketing and customer service strategies (Ryan, 2016; Strauss & Frost, 2014).

One company that actively utilizes digital technology in its marketing strategy is Kopi Kenangan. This company offers a digital application that allows consumers to conveniently order products while also accessing various attractive promotional programs. One form of promotion offered is a discount voucher for new app users. This strategy aims to attract consumers to try the application and increase the likelihood of a purchase decision (Kotler & Armstrong, 2018; Blattberg & Neslin, 1990).

In the context of modern marketing, promotions through discount vouchers are often used as a strategy to increase consumer interest in a product. Discounts can provide economic incentives for consumers, encouraging them to make purchases (Kotler & Keller, 2016; Armstrong et al., 2015). Furthermore, ease of use of an application is also a crucial factor that can influence consumers' experience in digital transactions. An easy-to-use application will provide convenience for consumers, thus increasing their interest in making purchases through the platform (Davis, 1989; Venkatesh et al., 2003).

On the other hand, customer satisfaction is also a crucial factor influencing consumer purchasing decisions. Customer satisfaction arises when a product or service meets or exceeds consumer expectations (Oliver, 1997; Tjiptono, 2019). Consumers who are satisfied with the products and services provided are more likely to make repeat purchases (Kotler & Keller, 2016; Zeithaml et al., 2018). Therefore, companies need to ensure that the quality of their products, services, and the user experience of their applications provide positive value to consumers.

Although numerous studies have been conducted on consumer purchasing decisions, most research focuses on price, product quality, and general promotion (Kotler & Keller, 2016; Schiffman & Wisenblit, 2015). Research specifically examining the influence of new user discount vouchers, application usability, and customer satisfaction on purchasing decisions in the context of digital application use in the coffee industry is still relatively limited. This indicates a research gap that requires further investigation, particularly for companies integrating digital services into their marketing strategies (Chaffey, 2015; Laudon & Traver, 2020).

Based on the description, this study aims to analyze the influence of new user discount vouchers, application ease, and customer satisfaction on consumer purchasing decisions at Kopi Kenangan Outlet Tananima. This study is expected to provide theoretical contributions to the development of marketing management studies, particularly related to digital marketing and consumer behavior (Kotler & Keller, 2016; Ryan, 2016). In addition, practically, this study is expected to provide recommendations for companies in designing more effective promotional and service strategies to improve consumer purchasing decisions.

METHOD

This study uses a quantitative approach with a survey method to analyze the influence of new user discount vouchers, application ease, and customer satisfaction on consumer purchasing decisions at Kopi Kenangan. The quantitative approach was used because this study aims to objectively examine the relationship between variables through statistical analysis (Creswell, 2014; Sugiyono, 2019). The survey method was chosen because it can collect data from a large number of respondents efficiently and systematically (Sekaran & Bougie, 2016; Neuman, 2014).

The population in this study were all consumers who had purchased products through the Kopi Kenangan application at Tananima outlets. The sampling technique used a non-probability sampling method with a purposive sampling approach, namely a sampling technique that considers certain criteria (Sugiyono, 2019; Etikan et al., 2016). The respondent criteria in this study were consumers who had used the Kopi Kenangan application and had made purchases through the application. The number of samples used in this study was 106 respondents, which was considered to have met the minimum size in quantitative research for statistical analysis (Hair et al., 2014; Sekaran & Bougie, 2016).

The data collection technique was carried out using a questionnaire distributed to respondents. The questionnaire was compiled based on indicators from each research variable and measured using a Likert scale with five levels of assessment, namely strongly disagree to strongly agree (Likert, 1932; Sugiyono, 2019). The variables used in this study consisted of three independent variables and one dependent variable. The independent variables include new user discount vouchers (X1), ease of application (X2), and customer satisfaction (X3), while the dependent variable is the purchase decision (Y) (Kotler & Keller, 2016; Schiffman & Wisenblit, 2015).

The data obtained were then analyzed using IBM SPSS Statistics software. The data analysis stages in this study included several tests, namely validity tests, reliability tests, normality tests, and multiple linear regression analysis (Ghozali, 2018; Hair et al., 2014). Validity tests were conducted to determine the extent to which the questionnaire items were able to accurately measure the research variables, while reliability tests were used to determine the level of consistency of the research instruments (Sekaran & Bougie, 2016; Sugiyono, 2019). Furthermore, normality tests were conducted to ensure that the research data were normally distributed, thus meeting the assumptions in the regression analysis (Ghozali, 2018; Field, 2013).

After the data met the required assumptions, multiple linear regression analysis was conducted to determine the effect of the independent variables on the dependent variable. Hypothesis testing was conducted through a simultaneous test (F test) to determine the effect of the independent variables together on purchasing decisions, as well as a partial test (t test) to determine the effect of each independent variable on purchasing decisions (Ghozali, 2018; Gujarati & Porter, 2009). In addition, the coefficient of determination (R^2) was used to determine the extent to which the independent variables are able to explain the variation of the dependent variable in the research model (Hair et al., 2014; Field, 2013).

Through these analysis stages, this study is expected to provide a clear picture of the influence of new user discount vouchers, ease of application, and customer satisfaction on consumer

purchasing decisions at Kopi Kenangan Outlet Tananima (Creswell, 2014; Sekaran & Bougie, 2016).

RESULTS AND DISCUSSION

Before further analysis is conducted, the identity of the research respondents is first presented. The purpose of this is to provide a general overview of the demographics of the sample population in this study. Details such as respondent gender, age, profession, and level of spending intensity are presented.

Table 1. Respondent Identity

No	Hearing	Choice	Frequency	Percent
1	Gender	Man	45	42,5%
		Women	61	57,5%
Total			106	100%
2	Age	Under 20 years old	13	12,3%
		21 years - 25 years	43	40,6%
		26 years - 30 years	30	28,3%
		Over 30 Years	20	18,9%
Total			106	100%
4	Purchase Intensity	1 time purchase	23	21,7%
		2-3 times purchase	43	40,6%
		More than 3 purchases	40	37,7%
Total			106	100%

Source: Processed data for 2026

Based on Table 1, the number of respondents in this study was 106. Based on gender, 61 respondents, or 57.5%, were female, while 45 respondents, or 42.5%, were male. This indicates that the majority of consumers responding to this study were female.

Based on the respondents' ages, the majority of respondents were in the 21–25 age range (43 people, or 40.6%). Furthermore, 30 respondents were aged 26–30 years (28.3%). Respondents under 20 years old were 13 people (12.3%), while respondents over 30 years old were 20 people (18.9%). This indicates that the majority of respondents in this study were in the young age group who were active in social activities and had a high tendency to consume beverage products such as coffee.

Based on purchasing intensity, the majority of respondents, 43 people (40.6%), made purchases 2–3 times. Forty respondents (37.7%) made purchases more than 3 times, while 23 respondents (21.7%) made a purchase once. This indicates that the majority of respondents have a fairly high purchasing frequency for the products studied.

After analyzing the respondent characteristics, the next step is to test the research instrument. Instrument testing is conducted through a validity test to determine the extent to which the questionnaire items accurately measure the research variables. According to Sugiyono (2013), a validity test is used to determine the accuracy of an instrument in measuring the variables being studied.

Table 2. Results of Validity Test of X1, X2 and Y

Variables	Question items	r Count	r Table	Information
New User Discount Voucher (X1)	X1_1	0,823	0,191	Valid
	X1_2	0,842	0,191	Valid
	X1_3	0,860	0,191	Valid
	X1_4	0,839	0,191	Valid
	X1_5	0,776	0,191	Valid
	X1_6	0,872	0,191	Valid
	X1_7	0,706	0,191	Valid
	X1_8	0,849	0,191	Valid
	X1_9	0,786	0,191	Valid
	X1_10	0,842	0,191	Valid
	X1_11	0,863	0,191	Valid
	X1_12	0,842	0,191	Valid
	X1_13	0,816	0,191	Valid
	X1_14	0,788	0,191	Valid
	X1_15	0,809	0,191	Valid
Application Ease (X2)	X2_1	0,791	0,191	Valid
	X2_2	0,834	0,191	Valid
	X2_3	0,806	0,191	Valid
	X2_4	0,864	0,191	Valid
	X2_5	0,846	0,191	Valid
	X2_6	0,811	0,191	Valid
	X2_7	0,787	0,191	Valid
	X2_8	0,813	0,191	Valid
	X2_9	0,822	0,191	Valid
	X2_10	0,760	0,191	Valid
	X2_11	0,801	0,191	Valid
	X2_12	0,834	0,191	Valid
	X2_13	0,804	0,191	Valid
	X2_14	0,795	0,191	Valid
	X2_15	0,801	0,191	Valid
Customer Satisfaction (X3)	X3_1	0,742	0,191	Valid
	X3_2	0,787	0,191	Valid
	X3_3	0,792	0,191	Valid
	X3_4	0,845	0,191	Valid
	X3_5	0,754	0,191	Valid
	X3_6	0,813	0,191	Valid
	X3_7	0,757	0,191	Valid
	X3_8	0,815	0,191	Valid
	X3_9	0,871	0,191	Valid
	X3_10	0,809	0,191	Valid
	X3_11	0,902	0,191	Valid

	X3_12	0,872	0,191	Valid
	X3_13	0,733	0,191	Valid
	X3_14	0,784	0,191	Valid
	X3_15	0,774	0,191	Valid
Purchase Decision (Y)	Y1	0,771	0,191	Valid
	Y2	0,833	0,191	Valid
	Y3	0,766	0,191	Valid
	Y4	0,713	0,191	Valid
	Y5	0,793	0,191	Valid
	Y6	0,721	0,191	Valid
	Y7	0,718	0,191	Valid
	Y8	0,731	0,191	Valid
	Y9	0,872	0,191	Valid
	Y10	0,776	0,191	Valid
	Y11	0,648	0,191	Valid
	Y12	0,768	0,191	Valid
	Y13	0,869	0,191	Valid
	Y14	0,789	0,191	Valid
	Y15	0,874	0,191	Valid

Based on the validity test results, all statement items in the New User Discount Voucher (X1), Ease of Application (X2), Customer Satisfaction (X3), and Purchase Decision (Y) variables have a calculated r value greater than the table r (0.191). The range of calculated r values for the New User Discount Voucher variable is between 0.706 and 0.872, for the Ease of Application variable between 0.760 and 0.864, for the Customer Satisfaction variable between 0.733 and 0.902, and for the Purchase Decision variable between 0.648 and 0.874. These results indicate that all statement items in the questionnaire are able to measure the research variables well and have a fairly strong relationship with the measured construct. Thus, all indicators in each variable are declared valid and suitable for use in further analysis without the need for item deletion.

Table 3. Results of Reliability Tests of X1, X2 and Y

Variables	Cronbach's Alpha	Information
New User Discount Voucher (X1)	0,965	Reliable
Application Ease (X2)	0,963	Reliable
Customer Satisfaction (X3)	0,961	Reliable
Purchase Decision (Y)	0,953	Reliable

Source: Processed data for 2025

The next step was to conduct a reliability test to assess the internal consistency of the research instrument. This test used the Cronbach's Alpha approach with a minimum limit of 0.60. Based on the test results, all research variables had a Cronbach's Alpha value greater than 0.60, namely New User Discount Vouchers (X1) of 0.965, Ease of Application (X2) of 0.963, Customer Satisfaction (X3) of 0.961, and Purchase Decision (Y) of 0.953. These values indicate that the research instrument has a very high level of reliability. Thus, the questionnaire used was declared consistent in measuring the indicators of the variables

studied and was suitable for use in the next analysis stage.

Table 4. Results of the Kolmogorov Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		106
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.36244729
Most Extreme Differences	Absolute	.061
	Positive	.051
	Negative	-.061
Test Statistic		.061
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed data for 2025

The Asymp. Sig. value of 0.200 is greater than the 0.05 significance level. This indicates that the residuals of the regression model are normally distributed. Thus, there is no significant difference between the residual data distribution and the normal distribution.
This means that the research data has met the normality assumption, so that the regression model used is suitable for further analysis.

Table 5. Results of the Determination Coefficient test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 [a]	.745	.738	4.42614
a. Predictors: (Constant), Customer Satisfaction (X3), Ease of Application (X2), New User Discount Voucher (X1)				

Based on the results of the determination coefficient analysis, an R value of 0.863 was obtained, indicating a very strong relationship between the variables New User Discount Voucher (X1), Ease of Application (X2), and Customer Satisfaction (X3) on Purchasing Decisions (Y). The R Square value of 0.745 indicates that 74.5% of the variation in purchasing decisions can be explained by the three independent variables, while the remaining 25.5% is influenced by other factors outside the study. In addition, the Adjusted R Square value of 0.738 indicates that the regression model used is quite stable and relevant. The Std. Error of the Estimate value of 4.42614 indicates a relatively small level of prediction error. Thus, the regression model in this study is considered good and suitable for use to explain the influence of New User Discount Vouchers, Ease of Application, and Customer Satisfaction on Purchasing Decisions.

Table 6. Simultaneous test results

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	5845.911	3	1948.637	99.468	.000[b]
	Residual	1998.249	102	19.591		
	Total	7844.160	105			
a. Dependent Variable: Purchase Decision (Y)						
b. Predictors: (Constant), Customer Satisfaction (X3), Ease of Application (X2), New User Discount Voucher (X1)						

Based on the results of data processing in the ANOVA table, the calculated F value was obtained at 99.468 with a significance value of 0.000. This significance value is smaller than the specified significance level of 0.05. In addition, the calculated F value (99.468) is also greater than the F table value of 2.69 at a significance level of 5% with degrees of freedom df1 = 3 and df2 = 102.

This indicates that the regression model used is statistically significant. Thus, it can be concluded that the variables New User Discount Voucher (X1), Ease of Application (X2), and Customer Satisfaction (X3) simultaneously have a significant effect on Purchasing Decisions (Y). Therefore, the regression model in this study is declared suitable for further analysis and the simultaneous hypothesis in this study is accepted.

Table 6. Partial test results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	4.040	3.324		1.215	.227
	New User Discount Voucher (X1)	.318	.035	.470	9.131	.000
	Application Ease (X2)	.308	.038	.422	8.203	.000
	Customer Satisfaction (X3)	.316	.036	.438	8.716	.000
a. Dependent Variable: Purchase Decision (Y)						

Based on the results of the t-test, it is known that the New User Discount Voucher variable (X1) has a calculated t value of 9.131 with a significance value of 0.000. This value indicates that the calculated t is greater than the t table (9.131 > 1.983) and the significance value is less than 0.05. This means that the New User Discount Voucher has a positive and significant effect on Purchasing Decisions. This means that the more attractive the discount voucher given to new users, the higher the consumer's tendency to make a purchase.

Furthermore, the Ease of Application variable (X2) has a t-value of 8.203 with a significance value of 0.000. This value indicates that the t-value is greater than the t-table (8.203 > 1.983) and the significance value is less than 0.05. Thus, Ease of Application has a positive and

significant effect on Purchasing Decisions. This shows that the easier the application is for consumers to use, the more likely consumers are to make a purchase.

In the Customer Satisfaction variable (X3), the calculated t value is 8.716 with a significance value of 0.000. This value indicates that the calculated t is greater than the t table (8.716 > 1.983) and the significance value is less than 0.05. Thus, Customer Satisfaction has a positive and significant effect on Purchasing Decisions. This means that the higher the level of customer satisfaction, the greater the consumer's tendency to make purchasing decisions.

In addition, based on the Standardized Beta value, it is known that the most dominant variable influencing Purchasing Decisions is the New User Discount Voucher (X1) with a value of 0.470, followed by Customer Satisfaction (X3) of 0.438 and Ease of Application (X2) of 0.422. This shows that the discount factor has the greatest influence compared to other variables in influencing consumer purchasing decisions. Thus, it can be concluded that partially the variables New User Discount Voucher, Ease of Application, and Customer Satisfaction have been proven to have a positive and significant effect on Purchasing Decisions. The variable that has the most dominant influence is the New User Discount Voucher.

And based on the results of the analysis in the *Coefficients* table , a multiple linear regression model was obtained that shows the relationship between the variables New User Discount Voucher, Ease of Application, and Customer Satisfaction on Purchasing Decisions. The constant value of 4.040 indicates that when the variables New User Discount Voucher, Ease of Application, and Customer Satisfaction are in a fixed condition, then the Purchasing Decision has a base value of 4.040. The regression coefficient on the New User Discount Voucher variable shows a positive influence on Purchasing Decisions, which means that the more attractive the discount voucher given to new users, the higher the consumer's tendency to make a purchase.

The regression coefficient on the Ease of Application variable also shows a positive effect, meaning the easier the application is for consumers to use, the more likely they are to make a purchase. Furthermore, the Customer Satisfaction variable also has a positive effect on Purchasing Decisions, indicating that the higher the level of customer satisfaction, the greater the consumer's tendency to make a purchasing decision.

CONCLUSION

This study aims to analyze the influence of New User Discount Vouchers, Ease of Application, and Customer Satisfaction on Purchasing Decisions. The results of the study indicate that these three variables have a positive and significant influence on consumer purchasing decisions. Partially, New User Discount Vouchers, Ease of Application, and Customer Satisfaction each have a significant influence on purchasing decisions. Simultaneously, these three variables also have a significant influence on purchasing decisions. In addition, the results of the analysis indicate that New User Discount Vouchers are the variable that has the most dominant influence on purchasing decisions.

Thus, it can be concluded that enhancing promotional strategies through discount vouchers, ease of use of the app, and increasing customer satisfaction can encourage consumers to make purchasing decisions. These findings indicate that these three factors are crucial aspects to consider in improving consumer purchasing decisions.

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