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THE INFLUENCE OF PROMOTION, M-PAYMENT METHOD, AND PERCEIVED VALUE ON CUSTOMER PURCHASE DECISION IN KOPI KENANGAN MOBILE APP

PENGARUH PROMOSI, METODE M-PAYMENT, DAN PERSEPSI NILAI PADA KEPUTUSAN PEMBELIAN PELANGGAN DI APLIKASI SELULER KOPI KENANGAN

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Abstract: This study objective is to measure the influence of Promotion, M-Payment Method, and Perceived Value on customer Purchase Decision. For the purpose of this study, the researcher selected participants from the population of Kopi Kenangan mobile application users in Manado which are classified as Generation Z. This study use quantitative approach to analyze the data of 100 respondents as the research sample. Multiple Linear Regression Analysis is conducted using the SPSS statistics version 30. The result of hypothesis testing shows that promotion, m-payment method, and perceived value simultaneously have positive and significant influence on customer purchase decision; promotion has positive and significant influence on customer purchase decision; m-payment method has positive and significant influence on customer purchase decision; perceived value has positive and significant influence on customer purchase decision.

Keyword: Promotion, M-Payment Method, Perceived Value, Purchase Decision

Abstrak: *Tujuan penelitian ini adalah untuk mengukur pengaruh dari Promosi, Metode M-Payment, dan Persepsi Nilai pada Keputusan Pembelian Pelanggan. Peneliti memilih partisipan dari populasi pengguna aplikasi seluler Kopi Kenangan di Manado yang tergolong sebagai Generasi Z. Penelitian ini menggunakan pendekatan kuantitatif untuk menganalisis data dari 100 responden sebagai sampelnya. Analisis Regresi Linear Berganda dilakukan menggunakan statistik SPSS versi 30. Hasil uji hipotesis menunjukkan: promosi, metode m-payment, dan persepsi nilai secara simultan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian pelanggan; promosi berpengaruh positifdan signifikan terhadap keputusan pembelian pelanggan; metode m-payment memiliki pengaruh positif dan signifikan terhadap keputusan pembelian pelanggan; persepsi nilai memiliki pengaruh positif dan signifikan terhadap keputusan pembelian pelanggan.*

Kata Kunci: Promosi, Metode M-Payment, Persepsi Nilai, Keputusan Pembelian

INTRODUCTION

Research Background

Mobile application especially for food and beverage industries are becoming one of today's trends following the era of digitalization which continues to develop technology and people's lifestyle. Consumers tends to choose what is the best alternatives or the most suitable alternatives at the time, looking at the benefit and the quality they expected. In this matters, there are two alternatives for the Kopi Kenangan customers when they wanted to do a purchases. These two alternatives are purchasing using the Kopi Kenangan mobile application and purchasing directly from the outlet cashier. Purchase decision is an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. If the consumer does not have an alternative choices but forced to make a certain purchase and certain actions, then this situation is not a process of decision making (Indrasari, 2019).

Promotion will influence the consumer's decision to buy the product, since it is a type of communication that provides an explanation and reassures prospective consumers about goods and services with the aim of gaining

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attention, educating, reminding and convincing prospective consumers (Atidira, Telagawathi, dan Kusuma, 2019). Most of the people are interested in a product or services when they see a marketing campaign such as promotional activity offered by a company or business. Promotional strategy is a plan of activities carried out fundamentally in implementing promotional steps in order to be able to influence consumer attitudes, behavior and knowledge on the target so as to achieve promotional objectives, namely the occurrence of purchases of the products offered (Uluwiyah, 2022). Therefore, the higher and more attractive the promotion carried out by the company, the higher the consumer's decision to purchase and subscribe to the product/service will be (Suryani and Syafarudin, 2021).

The advances of many digital features increasingly develop the digital world and increase the easiness and simplicity of using the technology (Hermawan, Rizan, and Handaru, 2020). Mobile payment is expected to be an important platform for financial transactions especially the widespread use of mobile devices and user needs for timely payment and convenience (Leng, Talib, and Guanardi, 2018). Mobile payment methods provides convenience and practicality for customers through various types of cashless payments available. Kopi Kenangan mobile app require mobile payment. It is considered more convenient and very helpfull when the customers do not have enough cash at the time or maybe there is no ATM nearby. With various payment methods on the Kopi Kenangan mobile apps, customers have many choices to make transactions and to decide which payment methods they prefer according to the one they mostly use.

When a consumers wants to buy a certain product they will seek for its value or benefits that could get in exchange for the sacrifice they will make in purchasing that product. Customer perceived value is a combination of quality, service, price of a product offering (Zusrony, 2021). Customers are interested to know what kind of benefit or values they can obtain from the product. In order to purchase a certain product or services, customer will first evaluate what are the benefits or values that they will obtain in exchange of the sacrifice of purchasing the product or services.

Kopi Kenangan provide a series of benefits which customers can only get through Kopi Kenangan mobile application itself. This mobile application increases the value obtained by customers compared to the purchases with manual transactions or directly through the outlet cashiers. However, there are still some pros and cons regarding the uses of this mobile application. Some people might not being able to reach the level of satisfaction they expected to be while using this mobile application. As of the reviews from Kopi Kenangan mobile application on Play Store and Apps Store, several customers submitted complaints regarding an error in the application system. Some of the errors experienced by customers are including the errors in order estimation times, order data errors, in-app inconsistent promos, failed order submission into data, failed payment systems, and many others related to the application bugs. Therefore, all of the customer review that are mentioned above affects customer purchase decision in the uses of Kopi Kenangan mobile itself. Based on the explanation above, the researcher is interested to conduct a research on Generation Z in Manado who are actively using the Kopi Kenangan mobile app, regarding the influence of Kopi Kenangan promotion; m-payment method; and perceived value on customer purchase decision.

Research Objectives
1. To know the influence of promotion, m-payment method, and perceived value on customer purchase decision in Kopi Kenangan mobile app.
2. To know the influence of promotion on customer purchase decision in Kopi Kenangan mobile app.
3. To know the influence of m-payment method on customer purchase decision in Kopi Kenangan mobile app.
4. To know the influence of perceived value on customer purchase decision in Kopi Kenangan mobile app.

LITERATURE REVIEW

Marketing

Marketing's main purpose and skill is to generate and create demand management in order to pursuit the company's objectives, namely by influence the level of sales, timing, and composition of demand (Kotler, 2012). Marketing contains the following activities, which are vital to business organizations: measuring the value that will satisfy the wants and needs of present and potential customers, designing and managing the products that are going to be offer by the company, determining the right prices with its pricing strategy and policies, developing the strategies of product distribution, and the way the company communicate with the present and potential customers (Lamb, Hair, and McDaniel 2012).

Purchase Decision

Purchase decision is a process where consumers recognize the problem, look for information about a particular product or brand and evaluate each alternative well to solve the problem, which leads to purchase decision (Tjiptono, 2012). The purchasing process describes the reason why someone prefers, chooses and buys a product with a particular brand (Andrian et al., 2022). At the purchase decision stage, consumer will carry out an evaluation to form preferences of some brands, as well as the purchasing goals for the most preferred brands (Andrian et al., 2022). Purchasing decisions made by consumers can occur if the consumer has received services from the service provider and after that the consumer feels satisfaction and dissatisfaction (Indrasari, 2019).

Promotion

Promotion is a series of marketing activities which have the aim of introducing products produced by producers to consumer through communication with the aim of influencing and encouraging consumers to buy these products (Uluwiyah, 2022). The aims of promotion is to inform, influence, and remind the customers about the products being marketed through promotional activities (Harahap and Situmorang, 2020). Promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing products and services. Promotional activities not only works as a communication tool between companies and consumers, but also as a tool to influence consumers in purchasing or using services according to their desires and needs (Sitorus and Utami, 2017).

M-Payment Method

Mobile payment can be said as any payment method uses wireless internet to initiate, authenticate, and confirm of a transactions made by financial value in exchange for goods and services, with an intermediary of mobile device, such as a mobile phone, personal digital assistant, tablet or any other device (Chandra, Srivastava, and Theng, 2010). Mobile payment is a non-cash payment system using a smartphone device, which utilizes various wireless technology media such as QR codes, NFC and OTP codes (Jatmiko, 2022). As well as an evidence of todays era of mobile commerce smart work for consumers are able to use their mobile devices to pay goods and services anywhere and anytime (Yen, et al., 2015).

Perceived Value

Perceived value is a customer's overall assessment of the utility of a product based on perceptions of what is received and what is given (Saranyai and Krishnakumar, 2019). The most important element of managing long-term customer relationship and implementing the marketing concept is by creating its value. Every customer's process and way of determining the value of a product is different (Pride and Ferrell, 2020). Each marketing activity has its own value added with its own benefits and costs. Customer value is the relationship between benefits and the sacrifice necessary to obtain those benefits (Lamb, Hair, and McDaniel, 2012). Customers are interested to know what kind of benefit or values they can obtain from the product. Perceive value is an important factor that influencing the consumers purchase decision, since the value received by the consumer will spur further action from the consumer towards the business (Almaida, Setiawan, and Ramadhani, 2019).

Previous Studies

Vincensia and Christiani (2021) aimed to test the effect of product quality, price, and promotion on purchasing decisions. This research specifically focuses on Universitas Ciputra Surabaya students majoring in International Business Management (BMI). This study uses quantitative methods with a total response of 105 students collected from online questionnaires using a 5-point Likert scale measurement. Data were analyzed using SPSS software. The results of this study concluded that product quality did not have a significant effect on student purchasing decisions at Universitas Ciputra Surabaya. Meanwihile, price and promotion significantly influence stident purchasing decisions at Universitas Ciputra Surabaya. The results of this research show that both Price (Sig. value = 0.006) and Promotion (Sig. value = 0.002) significantly affect purchase decision, while Product Quality (Sig. value = 0.058) does not have significant influence toward purchase decision. Moreover, the study found that there is a positive relationship between Product Quality, Price, and Promotion toward students' purchase decision for Telkomsel products with the degree of independent variable explaining the effect of Telkomsel product purchasing decisions by 47.3%

Mawarni and Muzammil (2023) determined the Influence of Corporate Social Responsibility, Social Media Marketing, Sales Promotion, and Perceived Value on Consumer Purchase Decision on the Tokopedia Marketplace. The population representative in this study is 178 samples that will be further processed through several tests with

IBM SPSS Statistics 24 software. The results of this study found that Social Media Marketing and Perceived Value have a significant effect on Purchase Decision. Meanwhile, Corporate Social Responsibility and Sales Promotion do not have a significant effect on Purchase Decision.

Apriandi, Karnowati, and Prakoso (2023) aimed to see the relationship between the application of digital payment media and digital marketing for small and medium enterprises, especially in the culinary sector in the city of Subang. The data collected obtained from 121 questionnaires to culinary business customers who make digital payments and search for information digitally before making a purchase. The analysis used in this study is a quantitative analysis using regression consisting of two exogenous variables and one endogenous variable. The result shows that digital payments have a significant effect on purchasing decisions, and marketing using social media also has a significant effect, and together digital payments and marketing social media has a significant effect to purchase decision.
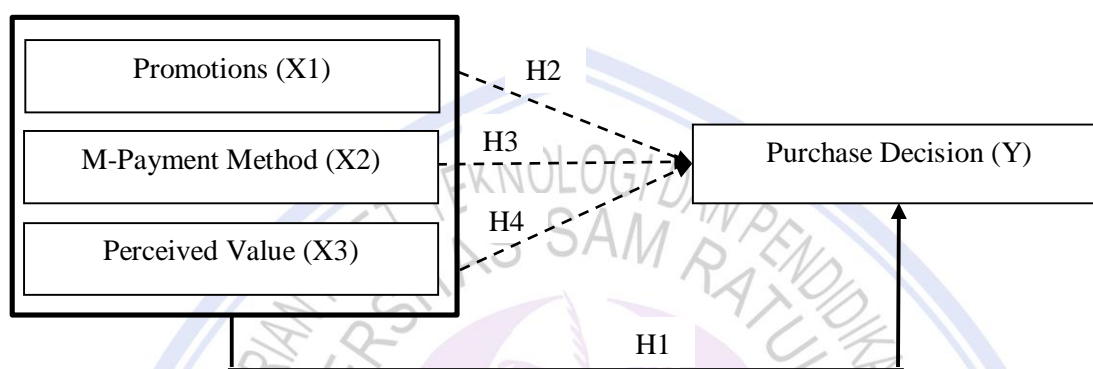
Conceptual Framework

Figure 1. Conceptual Framework
Source: *Literature Review*

Research Hypothesis
H$_1$: Promotion, m-payment method, and perceived value influence customer purchase decision in Kopi Kenangan mobile app simultaneously.
H$_2$: Promotion influence customer purchase decision in Kopi Kenangan mobile app partially.
H$_3$: M-payment method influence customer purchase decision in Kopi Kenangan mobile app partially.
H$_4$: Perceived value influence customer purchase decision in Kopi Kenangan mobile app partially.

RESEARCH METHOD

Research Approach
Quantitative approach is used in this study. The researcher collect and do the data analyst in the form of numerical data. This quantitative approach be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations. The data analyst be used to measure and draw conclusions regarding the influence of promotion, m-payment method, and perceived value on customer purchase decision in Kopi Kenangan mobile application.

Population, Sample Size, and Sampling Technique
The entire number of subjects which the researcher would like to study is called population (Priadana and Sunarsi, 2021). A population define complete set group of individuals that have common characteristics which pervade whether a nation or a group of people (Momoh, 2023). The whole population to be studied by the researcher is the active users of Kopi Kenangan Mobile App who lived in Manado. The exact population size in this study is not known. Thus, the researcher determine the sample size in this study uses the Cochran formula. For this case, the number of samples that will be concluded in this research is round up to 100 random respondents of Generation Z in Manado who are actively using Kopi Kenangan mobile app. In this study, the researcher use non-probability sampling method to choose the representatives respondents needed for this research. To make it easier for the

researcher to gather the data, purposive sampling is used with the criteria of generation Z (born between 1997-2012) that has been purchasing Kopi Kenangan product from the mobile app in the last 6 months.

Data Collection Method

In order to obtain the necessary primary data for this research, the researcher will collect the data by distributing questionnaires to the respondents through Google Form. A questionnaire or self-administered questionnaire, is a data collection technique by distributing a list of questions to be fill by respondents (Priadana and Sunarsi, 2021). To determine the respondents response to each questions, the researcher use 6 points of likert scale as the scale of measurement for this research variables. The subject of the research, namely the respondents, chooses from a range of possible response towards specific questions or statements based on some indicators typically consists the category from strongly agree to strongly disagree.

Operational Definition and Measurement of Research Variable

Table 1. Operational Definition and Indicators of Research Variables

Variables	Operational Definition	Indicators
Promotions (X_1)	Promotion is a series of marketing activities which have the aim of introducing products produced by producers to consumer through communication with the aim of influencing and encouraging consumers to buy these products.	1. Advertising 2. Personal selling 3. Sales promotion
M-Payment Method (X_2)	Mobile payment can be said as any payment method uses wireless internet to initiate, authenticate, and confirm of a transactions made by financial value in exchange for goods and services, with an intermediary of mobile device, such as a mobile phone, personal digital assistant, tablet or any other device.	1. Information quality 2. System quality 3. Service quality 4. Trust
Perceived Value (X_3)	Perceived value refers to consumers' perception of the actual benefits of product or services, and it is consumers' overall evaluation of product or services.	1. Emotional Value 2. Social Value 3. Quality Value 4. Price Value
Purchase Decision (Y)	Purchase decision is a process where consumers recognize the problem, look for information about a particular product or brand and evaluate each alternative well to solve the problem, which leads to purchase decision.	1. Selection of product 2. Selection of purchase channels 3. Time of purchase 4. Number of purchases

The measurement scale that used in this research to determine the respondents' response to each question in the research questionnaire using the 6-Point Likert Scale.

Testing of Research Instruments
Validity and Reliability Test

Validity test is used to measure the level of effectiveness of the questionnaires in obtaining data, more precisely for the qustions asked in the questionnaire. Validity test used to make sure that the measurement that has been determined by the researcher is measuring the concept the reasearcher thinks is being measured (Nugroho, 2011).

Reliability refers to the consistency and stability of the results of a particular measurement scale (Sarwono, 2006). Reliability concentrates on the issue of accuracy of measurement and results. Reliability test is a test to measure certain characteristics and shows how the data results is dependable and consistent (Campbell, 2023). To determine the reliability, it can be measure using the Cronbach's Alpha value. If the value of Cronbach's Alpha is greater than 0.6, it can be said that the instruments are reliable.

Data Technical Analysis
Multiple Linear Regression Analysis

Multiple linear regression analysis is relationship between two or more linear independent variables and the dependent variable. This analysis is to predict the value of the dependent variable if the value of the independent

variable increases or decreases. And to find out the direction of the relationship between the independent variable and the dependent variable, whether each independent variable is positively or negatively related. The multiple linear regression equation model of this study:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Description:
Y : Purchase Decision
α : Constant, when all independent variable = 0
$\beta_1, \beta_2, \beta_3$: Regression coefficient (value of increase or decrease)
X_1 : Promotion
X_2 : M-Payment Method
X_3 : Perceived Value
e : Residual error

Test of Classical Assumptions
- Normality test: to supervise and know if the distribution of data that comes from the determined population is normally distributed or not (Nugroho, 2011).
- Heteroscedasticity test: used to test an inequality of a regression model residual. Regression formula obtained by assuming confounding variables (error) has a constant residual variance (range of errors approxiamately equal). If the residual variance has seen to be not in a constant condition then heteroscedasticity is occured (Ghozali, 2007).
- Multicollinearity test: used to know whether or not the independent variable in multiple linear regression test is having high correlation. If the independent variables have high collinearity than the relationship between independent and dependent variable will be disturb. Multicolinearity test's could not be performed if the research use variables that has been used by prior research with the same phenomena in different place (Nugroho, 2011).

Hypothesis Testing
F-Test (Simultaneously Test)
       The F-test aims to find out whether the independent variables simultaneously affect the dependent variable. The criteria for the F-test decision making is:
- If the significance value > 0.05 or F-count < F-table, then H_o is accepted and Ha is rejected. This means that all independent variables do not have a significant influence on the dependent variable.
- If the significance value ≤ 0.05 or F-count ≥ F-table, then Ha is accepted and H_o is rejected. This means that all independent variables have a significant influence on the dependent variable.

T-Test (Partial Test)
       The t-test was conducted to test the research hypothesis regarding the influence of each independent variable partially on the dependent variable. Decision making is done by seeing the significance value in the Coefficients table. The t-test results can be determining as follows:
- If the sig. value >0.05 or t-count < t-table, then H_o is accepted and Ha is rejected. This means there is no influence between the independent variable and the dependent variable.
- If the sig. value ≤0.05 or t count ≥ t-table, then Ha is accepted and H_o is rejected. This means there is an influence between the independent variable and the dependent variable.

RESULT AND DISCUSSION

Result
Validity and Reliability Test
Tabel 2. Validity Test Result

Variable	Indicator	Validity			Results
		R-Count	R-Table	Sig	
	X1.1	0.874	0.1966	0.000	Valid
	X1.2	0.813	0.1966	0.000	Valid
	X1.3	0.804	0.1966	0.000	Valid

M-Payment Method (X2)	X2.1	0.842	0.1966	0.000	Valid
	X2.2	0.850	0.1966	0.000	Valid
	X2.3	0.792	0.1966	0.000	Valid
	X2.4	0.815	0.1966	0.000	Valid
Perceived Value (X3)	X3.1	0.847	0.1966	0.000	Valid
	X3.2	0.889	0.1966	0.000	Valid
	X3.3	0.846	0.1966	0.000	Valid
	X3.4	0.824	0.1966	0.000	Valid
Purchase Decision (Y)	Y.1	0.752	0.1966	0.000	Valid
	Y.2	0.820	0.1966	0.000	Valid
	Y.3	0.797	0.1966	0.000	Valid
	Y.4	0.768	0.1966	0.000	Valid

Source: Data Processed from SPSS, 2025

Table 2 shows that all of the indicators in variable X1, X2, X3 and Y have a Pearson correlation value of r-count greater than the r-table (0.1966), and also have a significance (Sig.) number that less than 0.05. The results explain that the entire statement of this research is valid.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Requirement	Result
Promotion (X1)	0.774	> 0.6	Reliable
M-Payment Method (X2)	0.843	> 0.6	Reliable
Perceive Value (X3)	0.871	> 0.6	Reliable
Purchase Decision (Y)	0.786	> 0.6	Reliable

Source: Data Processed from SPSS, 2025

Table 3 shows that all of the independent variable X1, X2 and X3 have a Cronbach's Alpha value that greater than 0.6. The results explain that the independent variables of this research is reliable.

Classical Assumption Test
Normality Test
Table 4. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.02671886
Most Extreme Differences	Absolute	.089
	Positive	.044
	Negative	-.089
Test Statistic		.089
Asymp. Sig. (2-tailed)[c]		.052
Monte Carlo Sig. (2-tailed)[d]	Sig.	.054
	99% Confidence Interval Lower Bound	.048
	Upper Bound	.060

Source: Data Processed from SPSS, 2025

Table 4 shows the SPSS output table, and the result of Asymp. Sig. (2 tailed) of 0.052 which is greather than the significance value of 0.05 (5%). The result explain that the data is considered as normally distributed.

Multicollinearity Test
Table 5. Multicollinearity Test Result

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	2.063	1.482		1.392	.167		

Promotion	.170	.101	.143	1.677	.097	.542	1.844
M-Payment_Method	-.142	.115	-.130	-1.231	.221	.354	2.827
Perceived_Value	.868	.120	.790	7.232	<.001	.328	3.045

Source: Data Processed from SPSS, 2025

Based on the Table 5, the result shows the tolerance level for all the independent variables are greater than 0,10 and the Variance Influence Factor (VIF) for all the independent variables are less than 10,00. This indicates no multicollinearity for all the independent variables.

Heteroscedasticity Test
Table 6. Heteroscedasticity Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.400	1.603		-.250	.803
	Promotion	-.133	.109	-.167	-1.218	.226
	M-Payment_Method	.055	.125	.075	.442	.659
	Perceived_Value	.070	.130	.095	.539	.591

Source: Data Processed from SPSS, 2025

Based on Table 6, it stated that the significance value of Promotion (X1) is 0.226, M-Payment Method (X2) is 0.659 and Perceived Value (X3) is 0.591. The results shows that all the independent variables have siginificance value greater than 0.05 which means that the regression model does not have heteroscedasticity.

Multiple Linear Regression
Table 7. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.686	1.202		3.067	.003
	Promotion	.255	.082	.214	3.097	.003
	M-Payment_Method	.584	.083	.560	7.033	.000
	Perceived_Value	1.167	.093	1.062	12.496	.000

Source: Data Processed from SPSS, 2025

The multiple linear regression equation model of this study:
$$Y = 3.686 + 0.255\ X_1 + 0.584\ X_2 + 1.167\ X_3 + e$$

The interpretation of the equation are as follows:
- The constant value of 3.686 gives the understanding that if the variable Promotion (X1), M-Payment Method (X2) and Perceived Value (X3) is equal to 0, then the Purchase Decision (Y) is 3.686.
- For Promotion (X1), the coefficient value is positive, meaning that if there is one unit increase in Promotion (X1), then the Purchase Decision (Y) will increase by 0.255.
- For M-Payment Method (X2), the coefficient value is positive, meaning that if there is one unit increase in M-Payment Method (X1), then the Purchase Decision (Y) will increase by 0.584.
- For Perceived Value (X3), the coefficient value is positive, meaning that if there is one unit increase in Perceived Value (X1), then the Purchase Decision (Y) will increase by 1.167.

Hypothesis Testing
Simultaneously Hypothesis Testing (F-Test)
Table 8. Simultaneously Hypothesis Test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	808.138	3	269.379	94.862	.000[b]
	Residual	272.612	96	2.840		
	Total	1080.750	99			

Source: Data Processed from SPSS, 2025

Table 8 shows the F-count 94.862 > F-table 2.699 and Sig. value at 0.000 which is lesser than the α = 0.05. This means H$_0$ is rejected, and Ha accepted, which means all independent variables are simultaneously have significant influence on Purchase Decision (Y). Thus, H1 hypothesis in this study is accepted.

Partial Hypothesis Testing (T-Test)
Table 9. Partial Hypothesis Test Result

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	3.686	1.202		3.067	.003
Promotion	.255	.082	.214	3.097	.003
M-Payment_Method	.584	.083	.560	7.033	.000
Perceived_Value	1.167	.093	1.062	12.496	.000

Source: Data Processed from SPSS, 2025

Based on the Table 9 above, the results obtained are:
1. The table shows that the relationship between Promotion (X1) and Purchase Decision (Y) is significant with a t-count 3.097 > t-table 1.66088 and a Sig. value 0.003 < 0.05 (α = 5%). This means Promotion have positive corellation and significant influence on Purchase Decision. Thus, H2 hypothesis in this study is accepted.
2. The table shows that the relationship between M-Payment Method (X2) and Purchase Decision (Y) is significant with a t-count 7.033 > t-table 1.66088 and a Sig. value 0.000 < 0.05 (α = 5%). This means M-Payment Method have positive corellation and significant influence on Purchase Decision. Thus, H3 hypothesis in this study is accepted.
3. The table shows that the relationship between Perceived Value (X3) and Purchase Decision (Y) is significant with a t-count 12.496 > t-table 1.66088 and a Sig. value 0.000 < 0.05 (α = 5%). This means Perceived Value have positive corellation and significant influence on Purchase Decision. Thus, H4 hypothesis in this study is accepted.

Discussion
The Influence of Promotion, M-Payment Method, and Perceived Value on Purchase Decision
Based on the result it is conclude that H1 is accepted, meaning that Promotion (X1), M-Payment Method (X2), and Perceived Value (X3) has an influence on Purchase Decision (Y) simultaneously. These three independent variables are three different related construct. Promotion is an effort that the company's made to communicate with the targer customers, as to introduce product produced by the company in order to influence and encouraging consumers to buy the products. On the other hand, M-Payment Method is an implementation of an alternative way to do a transactions in exchange for goods and services; allowing consumer to pay or transfer money using mobile phones. While perceived value defined as the value delivered to customer looking at the difference between the total value for customer and the total costs or sacrifices from the customer; since customers are interested to know what kind of benefit or values they can obtain from the product, which is spur further action to the purchase decision stage. Customer perceived value has become the most extensive used concept in marketing literature in recent years (Aulia, Sukati, and Sulaiman, 2016), since managing long-term customer relationship and implementing the marketing concept is by creating its value (Pride and Ferrell, 2020). The benefits can be felt by both parties, for the customers and the companies. Consumers are interested in the long-term benefits they would get in case they continue to make transactions, so they often do the re-purchase because of the benefits they will get. On the other side, the consumer's decision to make a purchase certainly gives good feedback for the company, whereas the company receive greater profits and obtain repeat customer or long-term customer relationship.

The Influence of Promotion on Purchase Decision
Based on the result it is conclude that H2 is accepted, meaning that Promotion (X1) has significance influence on Purchase Decision (Y). Attractive promotions that are in accordance with consumer desires will increase consumer purchasing decisions. Conversely, promotions that are less attractive or do not meet consumer expectations and desires will reduce the consumer purchasing decisions. Considering that promotion has 3 promotional objectives such as informing, persuading and reminding (Tjiptono, 2006). Having these 3 things will make a more significant influence on the buyer's decision-making process. Consumers must first obtain information about a particular brand or product before they decides futher regarding their needs. The existence of interesting information that they get will encourage and persuade them to find out more about the certain brand or product. An interesting promotion will

be able to encourage consumers to a stronger desire and can even make them adjust their needs with the provided promotions if they feel like it will be beneficial. Not infrequently, consumers will return to make transactions at another time because they remember the benefits they got from their previous experience. Kopi Kenangan consistently advertises its products through the application and takes the initiative to offer them directly to consumers. The company's idea of introducing products to consumers through its efforts to hold various promotions has been conveyed to customers. Kopi kenangan has offer promotion such as; buy 1 get 1 free, cashback, price discounts, vouchers, bundling promo's, and delivery discounts. Siahaan and Christiani found that the consumes are influenced with discounts in the form of free shipping or cashback and is given by Shopee almost everyday. This proven the more attractive and interesting the promotions will resulted in the increases of customers.

The Influence of M-Payment Method on Purchase Decision

Based on the result it is conclude that H3 is accepted, meaning that M-Payment Method (X2) has an influence on Purchase Decision (Y). The implementation of M-Payment Method in Kopi Kenangan Mobile application is increasing the level of consumer purchasing decision. This is very beneficial in this digitalization era where a lot of people started shifting into electronic payment for some transactions. It is considered more convenient and very helpfull when the customers do not have enough cash at the time or maybe there is no ATM nearby. With various payment methods on the Kopi Kenangan mobile apps, customers have many choices to make transactions and to decide which payment methods they prefer according to the one they mostly use. Payment methods available in the Kopi Kenangan mobile apps are: ShopeePay, OVO, DANA, Jenius Pay, GoPay, GoPayLater, Virtual Account, and Debit/Credit Card. Most of the payment methods are digital wallets (e-wallets) which are currently the most popular in Indonesia. Previous study conducted by Arrizik, Suparno, and Musyaffi. (2024) is in line with this research findings that digital payment method is positively and significantly influence the purchasing decision on Espresso Based Coffee at Kopi Tuku. The research implies that the easier the customer do the payment especially using the digital payment, it is positively influence the customer purchase decision. Another research from Wijaya, Astuti, and Hardiyanto (2020) also stated that the ease of use of mobile payment transactions influence purchase decisions, which implifies the further strengthens of digital era where it has been shifted from offline consumers to consumers online, where the difference that occurs is seen from the consumer's behavior.

The Influence of Perceived Value on Purchase Decision

Based on the result it is conclude that H4 is accepted, meaning that Perceived Value (X3) has an influence on Purchase Decision (Y). The results explains that the increases of perceived value will also increase consumer purchasing decisions. Conversely, the decreases of perceived value will result in a decrease in the level of purchasing decisions for Generation Z consumers in Manado. The value or benefits obtained through Kopi Kenangan application has provide satisfaction to consumers, thus encouraging the decision to make transactions through the application itself. Consumers feel helped by the application system that makes it easier for consumers to make orders. Kopi kenangan app helps customer to save time with no more queueing. By using the app, customers also can make a customization to the order according to the customer preferences (customizable temperature, size, sugar, ice, toppings, or variants). Consumers also get benefits in terms of price. There is a price comparison between ordering directly through the cashier and ordering through the application. The expenditure made by consumers is felt to be commensurate with the benefits obtained. Saranyai and Khrisnakumar (2019) stated about the means of perceived value, where it is the customer's overall assessment of the utility of a product based on perceptions of what is received and what is given. Nowadayas consumers are more concentrated in comparing the feature, quality and price of the product (Saranyai and Khrisnakumar, 2019). As obtained from the research results, Generation Z in Manado seems to be interested in the Kopi Kenangan application features, quality and prices, which means that the perceived value variable has a positive influence on purchasing decisions. The results of this study is in line with several previous research which are conducted by Almaida *et al.* (2019), Saranyai and Khrisnakumar (2019), and Mawarni and Muzammil (2023) which found that the higher perceived value owned by company, the higher the level of purchases made by the consumer. This means there is a positive influence and significant effect of perceived value towards customer purchasing decision.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the findings derived from data analysis alongside a comprehensive discussion, the research ultimately reaches the following conclusions:

1. Promotion, M-Payment Method and Perceived Value has positive and significant effect on Customer Purchase Decision in Kopi Kenangan Mobile App among Generation Z in Manado. This shows that these three independent variables simultaneously influence the purchase decision of Generation Z in Manado to make a transactions using the Kopi Kenangan application.
2. Promotion partially has positive influence and significant effect on Customer Purchase Decision in Kopi Kenangan Mobile App among Generation Z in Manado.This shows that promotions on the Kopi Kenangan application does influence the Generation Z consumers purchasing decisions.
3. M-Payment Method partially has positive influence and significant effect on Customer Purchase Decision in Kopi Kenangan Mobile App among Generation Z in Manado.. This shows that the mobile payment method on Kopi Kenangan application does influence the Generation Z consumers purchasing decisions.
4. Perceived Value partially has positive influence and significant effect on Customer Purchase Decision in Kopi Kenangan Mobile App among Generation Z in Manado. This shows that the emotional value, social value, quality value and price value owned by Kopi Kenangan application does influence the Generation Z consumers purchasing decisions.

Recommendation

Based on the conclusion of this study, the following recommendation can be given:

1. Kopi Kenangan is recommended to re-evaluate the promotional strategy that has been implemented so far, so that the implementation of promotion in the future can attract the interest of all generations. It would be better if the company also reconsidered the payment methods used for in-app transactions so that the application can be accessed by anyone and in all situations. The values owned by Kopi Kenangan application is all good, but it does not rule out the possibility for the company to keep on growing. It is hoped that the Kopi Kenangan application can continue to innovate through the development of its features, as well as more diverse benefits in order to attract consumers interest.
2. Future researchers are recommended to expand the scope of research by covering different objects or larger objects, and can also consider using different independent variables from those that has been studied in this research. This is intended so that through using this research as references, it can produce new discoveries and perspective so as to enrich the results of research in this field.

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