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The Influence of the Marketing Mix on Purchase Decisions for Eid Cookies: Evidence from Lafenia Kueker

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ABSTRACT

Purpose: This study examines the influence of the marketing mix on consumer purchase decisions for Eid cookies at Lafenia Kueker and describes seasonal purchasing patterns as business context.

Methodology: A quantitative associative design was applied to 105 respondents selected through purposive sampling. Ten questionnaire items used a five-point Likert scale, and the data were analyzed using descriptive statistics, corrected item-total correlation, Cronbach's alpha, residual normality tests, the Glejser test, and simple linear regression in JASP.

Results: All items were valid and both constructs were reliable. The marketing mix had a positive and significant effect on purchase decisions ($B=0.262$, $t=4.129$, $p<0.001$), and the model explained 14.2% of the variation. In addition, 70.5% of respondents purchased only during the Eid period.

Conclusions: Product quality, product variety, price suitability, access, availability, and promotion support purchase decisions, although other consumer and market factors remain important.

Limitations: The study used purposive sampling in one local enterprise, tested one predictor, and treated self-reported purchase timing only as contextual information.

Contributions: The study connects focused regression evidence with seasonal demand conditions and identifies practical priorities for product variety, access, and year-round digital communication in a local food microenterprise.

Keywords: *Eid Cookies, Marketing Mix, Microenterprise, Purchase Decision, Seasonal Demand*

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1. Introduction

Micro and small food businesses depend on marketing decisions that translate product value into consumer action. The marketing mix integrates product, price, place, and promotion as controllable instruments for creating value and guiding purchase decisions ([Kotler, Keller, & Chernev, 2022](#)). Consumer decisions are also shaped by need recognition, information search, evaluation, choice, and the experience that follows purchase ([Schiffman, & Wisenblit, 2019](#); [Solomon, 2020](#)). Seasonal

food products face a distinctive commercial problem because demand becomes concentrated around a limited occasion. Lafenia Kueker experiences strong orders before Eid and considerably weaker purchasing activity outside that period. The respondent profile used in this study supports the same pattern because most respondents reported buying only during Eid. Demand stability is therefore used as explanatory business context rather than as a measured research variable. The statistical model is limited to the influence of the marketing mix on purchase decisions. The empirical demand pattern at Lafenia Kueker can be observed from the daily order records during Ramadan 1447 H or 2026, as presented in Table 1. Orders increased from 5 units on the first day to 35 units on day 27. A total of 586 units were recorded during the 27-day period, with an average of 21.7 units per day. The increase was not linear because sharp declines occurred on days 13 and 15, indicating substantial fluctuations even within the same seasonal period.

Table 1. Daily order recapitulation for Lafenia Kueker Eid Cookies

No.	Date	Ramadan Day	Orders (Units per Day)	Notes
1	19 February 2026 (Thursday)	Day 1	5	Beginning of Ramadan; demand was very low because few consumers knew the product
2	20 February 2026 (Friday)	Day 2	10	Orders from returning customers began to appear
3	21 February 2026 (Saturday)	Day 3	15	New consumers began trying the product
4	22 February 2026 (Sunday)	Day 4	17	Small increase; demand began to grow
5	23 February 2026 (Monday)	Day 5	18	Product awareness expanded
6	24 February 2026 (Tuesday)	Day 6	19	Demand increased gradually
7	25 February 2026 (Wednesday)	Day 7	20	Demand became relatively steady
8	26 February 2026 (Thursday)	Day 8	27	Gradual increase toward the middle of Ramadan
9	27 February 2026 (Friday)	Day 9	29	Consumers showed greater confidence in product quality
10	28 February 2026 (Saturday)	Day 10	19	Demand temporarily declined
11	1 March 2026 (Sunday)	Day 11	23	Demand increased again
12	2 March 2026 (Monday)	Day 12	24	Orders became busier
13	3 March 2026 (Tuesday)	Day 13	10	Demand declined again
14	4 March 2026 (Wednesday)	Day 14	18	Approaching the middle of Ramadan
15	5 March 2026 (Thursday)	Day 15	10	Middle of Ramadan; demand temporarily slowed
16	6 March 2026 (Friday)	Day 16	23	Consumers began purchasing larger quantities

No.	Date	Ramadan Day	Orders (Units per Day)	Notes
17	7 March 2026 (Saturday)	Day 17	22	Demand remained comparatively high
18	8 March 2026 (Sunday)	Day 18	24	Demand continued to increase
19	9 March 2026 (Monday)	Day 19	23	Orders became busy again
20	10 March 2026 (Tuesday)	Day 20	25	Approaching the end of Ramadan
21	11 March 2026 (Wednesday)	Day 21	25	High demand before Eid
22	12 March 2026 (Thursday)	Day 22	27	Demand increased steadily
23	13 March 2026 (Friday)	Day 23	28	More orders began arriving
24	14 March 2026 (Saturday)	Day 24	29	Approaching peak demand
25	15 March 2026 (Sunday)	Day 25	30	High demand before order closing
26	16 March 2026 (Monday)	Day 26	31	Demand nearly reached its peak
27	17 March 2026 (Tuesday)	Day 27	35	Order closing; peak demand before Eid
Total and average			586 and 21.7	Total orders over 27 days and average daily orders

Table 1 shows a gradual overall increase toward the end of Ramadan, with the highest order volume recorded on 17 March 2026 when ordering closed before Eid. The daily figures also show temporary declines and renewed increases, confirming that demand was concentrated and fluctuating within the Ramadan selling period. These records provide contextual evidence of seasonal demand and are not treated as an additional variable in the regression model. Digital communication has expanded the ability of small firms to reach consumers, maintain interaction, and present product information beyond the physical market. Social media adoption can improve market visibility and business performance among small and medium enterprises ([Chatterjee & Kar, 2020](#)), while the importance of social media marketing increased as consumers relied more heavily on digital information during and after the COVID-19 period ([Mason, Narcum, & Mason, 2021](#)). Indonesian studies also show that social media marketing contributes to purchase intention through greater brand exposure and consumer confidence ([Aji, Nadhila, & Sanny, 2020](#); [Sanny, Arina, Maulidya, & Pertiwi, 2020](#)).

Empirical studies in food and beverage settings consistently associate marketing instruments with consumer decisions. [Gunawan and Melinda \(2021\)](#) found that product, price, place, and promotion positively affected purchasing decisions for a coffee product, while [Herawati \(2024\)](#) reported a significant marketing mix effect on purchase decisions at a coffee business in Bogor. Research by [Ammaridho and Shofi \(2024\)](#) also showed that service marketing mix elements jointly influenced sales at a snack retailer. These findings provide a relevant basis for examining Lafenia Kueker, although the seasonal Eid cookie context and the local Montong market require specific evidence. This study aims to determine whether the marketing mix has a positive and significant effect on purchase decisions at Lafenia Kueker. The study also describes respondent purchase timing to

clarify the seasonal demand situation without testing demand stability as a separate construct. The contribution lies in connecting a focused regression model with practical evidence on how a local food enterprise can improve consumer decisions and reduce excessive dependence on one selling season.

2. Literature Review and Hypothesis/es Development

2.1 Marketing Mix

The marketing mix is a coordinated set of decisions concerning the product offered, the price paid, the distribution route used, and the communication delivered to the target market ([Kotler et al., 2022](#)). Product decisions include taste, quality, variety, packaging, and consistency. Price represents both monetary sacrifice and perceived value. Place refers to accessibility, delivery, and product availability. Promotion communicates benefits, stimulates awareness, and reminds consumers to purchase. Digital marketing extends the traditional promotion and place dimensions because social platforms can simultaneously provide information, interaction, and access to ordering channels. [Ebrahim \(2020\)](#) found that social media marketing strengthens trust and brand outcomes, while [Puspaningrum \(2020\)](#) showed that social media marketing supports brand loyalty. [Savitri, Hurriyati, Wibowo, and Hendrayati \(2022\)](#) also identified a positive relationship between social media marketing and purchase intention. These findings are relevant to a local cookie business that needs affordable communication and distribution tools.

After the traditional marketing mix is integrated with digital communication, consumers are no longer passive recipients of promotional messages but become active participants in the exchange of information. Social media platforms enable businesses to present product attributes, respond to customer inquiries, encourage user-generated content, and build long-term relationships through continuous interaction ([Putra & Widiyanti, 2026](#)). This interactive environment enhances consumers' confidence in product quality and reduces uncertainty during the purchasing process, particularly for food products where visual appeal, customer reviews, and online engagement strongly influence buying behavior ([Hasan, Gilbert, Celline, Jolyn, & Calvin, 2026](#)). Consequently, businesses that effectively integrate the marketing mix with digital marketing strategies are more likely to attract new customers while maintaining existing customer relationships ([Amalia, Rosalina, & Anggita, 2026](#)).

In the context of local food businesses such as cookie producers, an effective marketing mix can significantly influence consumers' purchasing decisions. Product quality and attractive packaging create favorable first impressions, competitive pricing improves perceived value, accessible distribution channels increase purchasing convenience, and promotional activities through social media broaden market reach at relatively low cost ([Hasan, Kristia, & Intan, 2025](#)). The integration of these elements enables businesses to communicate product value more effectively and respond quickly to changing consumer preferences. Therefore, a well-executed marketing mix not only strengthens market competitiveness but also serves as an important determinant of consumers' purchasing decisions in increasingly competitive digital marketplaces.

2.2 Purchase Decision

A purchase decision reflects the consumer choice to acquire a product after recognizing a need, searching for information, and evaluating available alternatives ([Schiffman & Wisenblit, 2019](#)). Purchase decisions are influenced by product utility, price fairness, availability, perceived risk, experience, social information, and confidence in the seller ([Solomon, 2020](#)). The present study measures purchase decisions through need suitability, product information search, confidence in the product, and willingness to buy. Food purchase decisions are particularly sensitive to sensory quality, value, convenience, and communication. [Hanaysha \(2022\)](#) found that informative, relevant, and interactive social media advertising supports consumer engagement and purchase intention in the fast food industry. [Mutholiah and Widiyanto \(2021\)](#) also identified product, price, promotion, personal, social, cultural, and situational factors in cake purchasing behavior. Experiential value can further encourage behavioral intention toward local food ([Tjokrosaputro, 2023](#)).

Consumer purchase decisions in the digital marketplace are increasingly shaped by the quality of information available before the transaction occurs ([Mahendra, Yaten, & Imantoro, 2026](#)). Social media allows consumers to compare products, evaluate reviews, and observe the experiences of other buyers, thereby reducing perceived uncertainty and increasing confidence in purchasing decisions. This process is particularly important for food products because consumers cannot directly evaluate taste or freshness before purchase. Therefore, visually appealing content, authentic customer testimonials, and responsive communication become essential factors that influence consumers' evaluation and final purchase decisions. Businesses that consistently provide accurate product information and engage actively with customers are more likely to strengthen trust and encourage repeat purchases ([Yusuf & Matiin, 2023](#)).

For local cookie businesses, understanding the determinants of purchase decisions is essential for developing effective marketing strategies. Consumers are likely to purchase when the product satisfies their needs, offers reasonable value, and is supported by positive online interactions and convenient purchasing channels. The integration of attractive product presentation, competitive pricing, accessible distribution, and engaging social media communication can reinforce consumers' confidence throughout the decision-making process. Consequently, purchase decisions should be viewed not merely as the final stage of consumer behavior but as the outcome of a series of marketing activities that collectively create value, reduce uncertainty, and enhance consumers' willingness to purchase local food products.

2.3 Seasonal Demand Context

Seasonal demand refers to a recurring increase in consumer purchasing behavior associated with specific calendar events or festive periods. Unlike continuous market demand, seasonal demand arises at predictable times of the year when consumers exhibit higher purchasing intensity due to cultural traditions, religious celebrations, or special occasions ([Pahmi, Tasrim, Jayanti, Rachmadana, Irfan, & Alim, 2023](#)). In the food industry, particularly for products commonly consumed as gifts or festive treats, seasonal demand often creates substantial fluctuations in sales volume ([Roihan & Imantoro, 2026](#)). Businesses therefore need to anticipate these demand peaks by preparing adequate production capacity, inventory, distribution systems, and promotional strategies to ensure product availability and maintain customer satisfaction during high-demand periods ([Sinaga & Husda, 2023](#)).

In the case of Lafenia Kueker, the Eid celebration represents the most significant seasonal sales period, generating the highest volume of customer orders compared with other times of the year. For this reason, purchase timing during the Eid season is reported only as a respondent characteristic to provide contextual information that supports the managerial interpretation of consumer purchasing behavior. It is not conceptualized as an independent or dependent research variable, is not assigned a variable code, and is not incorporated into the regression model. Instead, this information serves to describe the purchasing context of respondents and to highlight the importance of seasonal market conditions in interpreting the study findings and formulating practical marketing recommendations.

2.4 Hypothesis

Integrated product, price, place, and promotion decisions improve the value perceived by consumers and reduce uncertainty during the buying process. Evidence from coffee, snack, and local micro business settings supports a positive relationship between the marketing mix and purchase decisions ([Ammaridho & Shofi, 2024](#); [Gunawan & Melinda, 2021](#); [Herawati, 2024](#)). The hypothesis is stated as follows:

H₁: The marketing mix has a positive and significant effect on purchase decisions at Lafenia Kueker

3. Methodology

3.1 Research Design and Location

The study used a quantitative associative design to test the relationship between the marketing mix and purchase decisions. A quantitative design is appropriate when theoretical relationships are

converted into measurable indicators and tested with statistical procedures ([Creswell & Creswell, 2023](#)). The research object was Lafenia Kueker, a microenterprise producing and selling Eid cookies in Montong District, Tuban Regency.

3.2 Population and Sample

The population consisted of consumers who had purchased Lafenia Kueker products. A total of 105 respondents were included through purposive sampling. Eligible respondents were at least 17 years old, had purchased the product at least once, knew the product or its marketing activity, and completed the questionnaire. Purposive sampling was selected because the study required respondents with direct purchasing experience. The sample size was adequate for a simple regression model and exceeded the minimum requirement for stable estimation relative to the number of questionnaire items ([Hair, Black, Babin, & Anderson, 2019](#)).

3.3 Measurement and Data Collection

Primary data were collected with a five-point Likert scale ranging from 1 for strongly disagree to 5 for strongly agree. The marketing mix was measured with six items covering taste quality, product variety, price suitability, location access, product availability, and promotional attractiveness. Purchase decisions were measured with four items covering need suitability, information search, confidence in the product, and willingness to buy. Gender, age, occupation, domicile, purchase frequency, and purchase timing were collected as profile information.

3.4 Data Analysis

Data analysis was performed with Jeffreys's Amazing Statistics Program (JASP). Descriptive statistics summarized respondent characteristics and item responses. Corrected item-total correlation assessed item validity, and Cronbach's alpha assessed internal consistency. Residual normality was evaluated with the Kolmogorov-Smirnov and Shapiro-Wilk tests, while the Glejser test evaluated unequal residual variance. Simple linear regression estimated the influence of the marketing mix on purchase decisions. Statistical significance was evaluated at a probability level of 0.05.

4. Results and Discussion

4.1 Respondent Characteristics

The 105 respondents represented different demographic and purchasing profiles. Women formed the largest group, and nearly half of the respondents were aged 17 to 25 years. The purchase timing profile showed a strong concentration during the Eid period.

Table 2. Respondent characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Women	83	79.0
	Men	22	21.0
Age	17 to 25 years	52	49.5
	26 to 35 years	21	20.0
	36 to 45 years	20	19.0
	46 to 60 years	12	11.4
Occupation	Student	49	46.7
	Homemaker	34	32.4
	Employee	9	8.6
	Entrepreneur	13	12.4
Domicile	Montong District	60	57.1
	Outside Montong District	45	42.9

Characteristic	Category	Frequency	Percentage (%)
Purchase frequency	One time	57	54.3
	Two to three times	34	32.4
	More than four times	14	13.3
Purchase timing	Only during Eid	74	70.5
	During and outside Eid	31	29.5

Table 2 shows the respondent characteristics indicate that most customers were women (79.0%), while men accounted for 21.0% of the sample. The largest age group was 17–25 years (49.5%), followed by 26–35 years (20.0%), 36–45 years (19.0%), and 46–60 years (11.4%). In terms of occupation, students represented the largest proportion of respondents (46.7%), followed by homemakers (32.4%), entrepreneurs (12.4%), and employees (8.6%). Most respondents resided in Montong District (57.1%), whereas 42.9% lived outside the district. Regarding purchasing behavior, more than half of the respondents (54.3%) had purchased Lafenia Kueker products only once, while 32.4% had purchased two to three times and 13.3% had purchased more than four times. Furthermore, the majority of respondents (70.5%) purchased the products only during the Eid season, whereas 29.5% made purchases both during and outside the Eid period. These findings suggest that Lafenia Kueker's customer base is dominated by young female consumers and that purchasing activity is strongly concentrated during the Eid season, highlighting the importance of seasonal demand for the business. The purchase timing figures indicate that demand remains highly seasonal. This finding is descriptive and does not represent a tested effect in the regression model.

4.2 Descriptive Statistics

Table 3. Descriptive statistics of the main constructs

Construct	N	Minimum	Maximum	Mean	Standard deviation
Marketing mix	105	8	27	18.01	3.889
Purchase decision	105	7	18	12.06	2.703

Table 3 shows the marketing mix obtained a mean total score of 18.01, equivalent to 3.00 per item. Purchase decisions obtained a mean total score of 12.06, equivalent to 3.01 per item. Both constructs were therefore assessed at a moderate or adequate level.

Table 4. Mean scores of questionnaire items

Item	Indicator	Mean	Category
MM1	Taste quality	3.01	Adequate
MM2	Product variety	3.03	Adequate
MM3	Price suitability to quality	3.00	Adequate
MM4	Ease of location access	2.97	Adequate
MM5	Product availability	3.01	Adequate
MM6	Promotional attractiveness	2.99	Adequate
PD1	Purchase suits consumer needs	3.02	Adequate
PD2	Product information search	2.96	Adequate
PD3	Confidence in the product	2.98	Adequate
PD4	Willingness to buy	3.10	Adequate

Table 4 shows product variety recorded the highest marketing mix mean at 3.03, while ease of location access recorded the lowest at 2.97. Willingness to buy was the strongest purchase decision indicator at 3.10, while product information search was the lowest at 2.96.

4.3 Instrument Quality

Table 5. Validity and reliability results

Item or construct	Corrected item-total correlation	Probability	Result	Cronbach alpha
MM1	0.513	<0.001	Valid	
MM2	0.566	<0.001	Valid	
MM3	0.614	<0.001	Valid	
MM4	0.536	<0.001	Valid	
MM5	0.598	<0.001	Valid	
MM6	0.488	<0.001	Valid	
PD1	0.449	<0.001	Valid	
PD2	0.485	<0.001	Valid	
PD3	0.523	<0.001	Valid	
PD4	0.548	<0.001	Valid	
Marketing mix			Reliable	0.798
Purchase decision			Reliable	0.714

Table 5 shows all item correlations were positive and statistically significant. Cronbach's alpha values exceeded 0.60, confirming acceptable internal consistency for both constructs.

4.4 Assumption Tests

Table 6. Regression assumption tests

Test	Statistic	Probability	Interpretation
Kolmogorov-Smirnov normality test	0.046	0.971	Residuals are normally distributed
Shapiro-Wilk normality test	0.990	0.638	Residuals are normally distributed
Glejser test	0.046	0.963	No unequal residual variance

Table 6 shows both normality tests produced probability values above 0.05, and the Glejser test also produced a probability value above 0.05. The regression assumptions were therefore satisfied. A multicollinearity test was not retained because the model contained only one predictor.

4.5 Simple Linear Regression and Hypothesis Test

Table 7. Regression and hypothesis testing results

Component	Estimate or value	Test statistic	Probability	Interpretation
Constant	7.341	6.283	<0.001	Statistically significant
Marketing mix	0.262	4.129	<0.001	Positive and significant
Overall model	F = 17.049		<0.001	Model is significant
Correlation	R = 0.377			Positive association

Component	Estimate or value	Test statistic	Probability	Interpretation
Coefficient of determination	R squared = 0.142			14.2% explained
Adjusted coefficient	Adjusted R squared = 0.134			Adjusted explanatory power

$$PurchaseDecision = 7.341 + 0.262MarketingMix \quad (1)$$

Table 7 and Formula 1 shows the positive coefficient means that a one unit increase in the marketing mix score was associated with a 0.262 unit increase in the purchase decision score. The t value of 4.129 and probability value below 0.001 support H_1 . The coefficient of determination shows that the marketing mix explained 14.2 percent of purchase decision variation, while 85.8 percent was associated with factors outside the model.

4.6 Discussion

The marketing mix had a positive and significant effect on purchase decisions at Lafenia Kueker. The result confirms that better consumer evaluations of taste, variety, price suitability, access, availability, and promotion are associated with stronger willingness and confidence to purchase. The finding follows the value creation logic of the marketing mix, which positions coordinated product, price, place, and promotion decisions as a direct basis for consumer response (Kotler et al., 2022). The result is consistent with research in comparable food and beverage businesses. Gunawan and Melinda (2021) found that the four marketing mix elements significantly supported purchasing decisions for Kene Kopi, and Herawati (2024) reported a positive marketing mix effect at Kopi Singgah Bogor. Ammaridho and Shofi (2024) found that marketing mix elements jointly affected sales at UD. Camilan Enak. The study by Fadhoilus Shofi is particularly relevant because it examined a snack retailer and demonstrated that product, promotion, price, physical evidence, and process contributed to sales performance.

The magnitude of the effect at Lafenia Kueker was statistically clear but practically modest because the model explained 14.2% of purchase decision variation. Product variety achieved the highest marketing mix item mean, which suggests that consumers appreciate choice among Eid cookie products. Product quality and price suitability also remained central. Yulistiawan, Wirawan, Dewi, and Hananto (2023) similarly found that product quality and digital promotion contributed to purchase decisions in microenterprises, while Mutholiah and Widiyanto (2021) showed that cake purchases are shaped by a wider combination of product, price, promotion, personal, social, and situational factors. Location access and promotional attractiveness obtained the lowest marketing mix means. These results identify the most immediate areas for improvement. The business can reduce access limitations through delivery, scheduled pickup points, and simplified digital ordering. Promotional quality can be improved through clear product photographs, price information, customer reviews, limited ordering schedules, and frequent content before and after Eid. Hanaysha (2022) found that informative, relevant, and interactive social media advertising supports brand engagement and purchase intention, while Aji et al. (2020) demonstrated that Instagram marketing activities contribute to purchase intention in the Indonesian beverage market.

The large unexplained proportion indicates that purchase decisions may also depend on brand trust, consumer experience, social influence, perceived risk, household needs, and competitive alternatives. Ebrahim (2020) emphasized the importance of trust in social media marketing outcomes, and Puspaningrum (2020) linked social media marketing with brand loyalty. Sanny et al. (2020) found that digital marketing supports brand image and trust that are relevant to purchase intention, while Savitri et al. (2022) showed that social media marketing and brand image are related to consumer purchase intention. These factors offer directions for later research beyond the

present one-predictor model. The respondent profile provides an important seasonal interpretation. Seventy-four respondents, or 70.5%, purchased only during Eid, whereas 31 respondents purchased during and outside Eid. This pattern indicates that stronger purchase decisions during the main season do not automatically create stable demand across the year. Lafenia Kueker therefore needs products and communication themes suitable for family gatherings, gifts, meetings, and everyday snacks. Experiential value is relevant in local food markets because emotional and consumption experiences can strengthen behavioral intention ([Tjokrosaputro, 2023](#)).

Digital continuity is especially important for maintaining contact outside the peak season. Social media allows small firms to present new variants, collect preorders, communicate delivery schedules, and retain customer records at relatively low cost ([Chatterjee & Kar, 2020](#)). The greater strategic importance of social media after the COVID-19 period also indicates that consistent online communication has become part of normal consumer information seeking rather than a temporary response ([Mason et al., 2021](#)). The age profile strengthens the relevance of market segmentation for Lafenia Kueker. [Rosada and Shofi \(2025\)](#) found that demographic and psychographic segmentation helped coffee shop businesses understand Generation Z, while Instagram and TikTok supported visual promotion and direct interaction with young consumers. This finding is relevant because 49.5% of the respondents in the present study were aged 17 to 25 years. Lafenia Kueker can therefore adapt product visuals, message style, package design, ordering information, and promotional timing to the preferences of younger consumers without neglecting older household buyers. Promotional improvement can also draw on the study by [Shofi, Kholilurrohman, and Marsono \(2025\)](#). Their research showed that influencer selection based on brand relevance, follower characteristics, trust, and content creativity, combined with reviews, tutorials, unboxing content, and giveaways, attracted audience attention and supported sales. For Lafenia Kueker, collaboration with local content creators, community figures, and satisfied customers can increase promotional credibility. Product tasting videos, packaging demonstrations, customer reviews, and clear ordering instructions can make the promotion dimension more informative and persuasive.

5. Conclusions

5.1 Conclusion

The marketing mix has a positive and significant effect on purchase decisions at Lafenia Kueker. The regression coefficient was 0.262, the t value was 4.129, and the probability value was below 0.001. The marketing mix explained 14.2 percent of the variation in purchase decisions, indicating that it is important but not sufficient as a single explanation of consumer behavior. The marketing mix and purchase decision indicators were both rated at an adequate level. Product variety and willingness to buy achieved the strongest item means, while location access, promotional attractiveness, and information search require greater attention. The respondent profile showed that purchases remained concentrated during Eid. This seasonal pattern was used only to explain the business situation and was not tested as a separate variable.

5.2 Research Limitations

The study used purposive sampling and data from one local enterprise, so the findings should not be generalized to all food microenterprises. The regression model included only the marketing mix and purchase decisions. Purchase timing was based on respondent self-reports and was used only as contextual information.

5.3 Suggestions and Directions for Future Research

Lafenia Kueker should maintain consistent product taste, expand its product variety, and offer packaging sizes suitable for both the Eid season and everyday consumption to better meet diverse consumer needs. Pricing should be presented transparently by providing clear information regarding product weight, quantity, ingredients, and quality so that consumers can easily assess and compare the value offered. The business should also improve product accessibility by expanding delivery services, providing scheduled pickup options, facilitating digital ordering, and widening its distribution network both within and outside Montong District. In addition, promotional activities should be conducted consistently throughout the year by utilizing attractive product photographs, customer testimonials, short promotional videos, preorder reminders, and marketing content

designed for non-Eid occasions. Organizing customer records is also recommended to facilitate repeat communication, purchase reminders, and personalized product offers based on previous purchasing behavior. For future research, additional variables such as brand trust, product experience, electronic word of mouth, customer satisfaction, household needs, and competitive intensity should be incorporated to provide a more comprehensive understanding of the factors influencing consumer purchasing decisions and to improve the explanatory power of the research model.

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