



THE INFLUENCE OF PROMOTION, SERVICE QUALITY, PRODUCT INNOVATION ON CONSUMER PURCHASE INTEREST AT DIMSUM CHAKMAKAN IN RANTAUPRAPAT CITY

PENGARUH PROMOSI, KUALITAS PELAYANAN, DAN INOVASI PRODUK TERHADAP MINAT BELI KONSUMEN DI DIMSUM CHAKMAKAN KOTA RANTAUPRAPAT

Faras Afni Az Zahra¹, Pitriyani², Elida Florentina Sinaga Simanjorang^{3*}

^{1,2,3*}Labuhanbatu University, Email : buelida.dosenku@gmail.com

*email koresponden: buelida.dosenku@gmail.com

DOI: <https://doi.org/10.62567/micjo.v3i3.3044>

Abstract

This study aims to analyze the influence of promotion, service quality, and product innovation on consumer purchasing interest at Dimsum Chakmakan in Rantauprapat City. The study uses a quantitative approach with an associative research type. The research sample consisted of 100 respondents selected using a purposive sampling technique with the criteria of consumers who have visited at least twice in the last six months. Data collection was carried out through questionnaires and data analysis using SPSS version 29 through validity tests, reliability, classical assumptions, multiple linear regression, t-test, F-test, and coefficient of determination. The results showed that promotion had a positive and significant effect on purchasing interest with a t-value of 2.255 and a significance of 0.026. Service quality also had a positive and significant effect with a t-value of 3.021 and a significance of 0.003 and was the most dominant variable with a beta value of 0.348. Product innovation had a positive and significant effect with a t-value of 2.179 and a significance of 0.032. Simultaneously, the three variables significantly influence purchase intention with an F value of 34.165 and a significance level of <0.001. The Adjusted R Square value of 0.501 indicates that 50.1% of the variation in purchase intention can be explained by the research model.

Keywords : Promotion, Service Quality, Product Innovation, Purchase Interest.



Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh promosi, kualitas layanan, dan inovasi produk terhadap minat beli konsumen di Dimsum Chakmakan, Kota Rantaupraptat. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Sampel penelitian terdiri dari 100 responden yang dipilih menggunakan teknik purposive sampling dengan kriteria konsumen yang telah berkunjung minimal dua kali dalam enam bulan terakhir. Pengumpulan data dilakukan melalui kuesioner, sedangkan analisis data menggunakan SPSS versi 29 yang mencakup uji validitas, uji reliabilitas, uji asumsi klasik, regresi linear berganda, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa promosi berpengaruh positif dan signifikan terhadap minat beli dengan nilai t sebesar 2,255 dan signifikansi 0,026. Kualitas layanan juga berpengaruh positif dan signifikan dengan nilai t sebesar 3,021 dan signifikansi 0,003, serta menjadi variabel yang paling dominan dengan nilai beta sebesar 0,348. Inovasi produk berpengaruh positif dan signifikan dengan nilai t sebesar 2,179 dan signifikansi 0,032. Secara simultan, ketiga variabel tersebut berpengaruh signifikan terhadap minat beli dengan nilai F sebesar 34,165 dan tingkat signifikansi $<0,001$. Nilai Adjusted R Square sebesar 0,501 menunjukkan bahwa 50,1% variasi minat beli dapat dijelaskan oleh model penelitian ini.

Kata Kunci : Promosi, Kualitas Layanan, Inovasi Produk, Minat Beli.

1. INTRODUCTION

The culinary industry is a rapidly growing business sector, driven by changes in lifestyles, advances in digital technology, and the increasing demand for convenient and affordable food. One product experiencing significant growth is dim sum, which is now a popular choice among various groups, including in Rantaupraptat City, Labuhanbatu Regency. This development has opened up business opportunities and increased competition among businesses. Therefore, business success is determined not only by product quality but also by promotional strategies, service quality, and product innovation that adapts to changing consumer preferences.

Chakmakan Dimsum is a growing culinary business in Rantaupraptat City. Its products are known for their appealing flavors and relatively affordable prices. However, the growing number of similar businesses with diverse marketing concepts and strategies requires businesses to understand the factors that influence consumer purchasing interest. Purchasing interest doesn't emerge spontaneously; it is formed through consumers' evaluation of various marketing stimuli before making a purchase decision. Therefore, businesses need to create positive experiences that encourage consumers to make purchases and build loyalty.

Promotion is an important strategy in increasing purchasing interest. According to Napitulu in Rohana and Aquino (2023), promotion is a series of activities to communicate the benefits of a product, service, or brand to consumers to encourage them to make a purchase. Nisa et al. (2026) explain that appropriately designed promotions can shape positive attitudes and increase purchasing intentions, especially through easily accessible media. Kotler and Armstrong in Wiyanti et al. (2025) define sales promotion as a short-term incentive aimed at attracting consumers to try or purchase a product. While its effectiveness can be seen from the reach, quality, quantity, timing of implementation, and accuracy of the promotion's targets (Kotler & Keller in Sekarini et al., 2023).

The development of social media is increasingly strengthening the effectiveness of promotions. Platforms like Instagram and TikTok allow businesses to reach a wide range of consumers at a relatively efficient cost. In addition to conveying information, social media also builds consumer interaction and trust. Suriono et al. (2024) explain that purchasing decisions are influenced by *electronic word of mouth*, *influencers*, online communities, the *Fear of Missing Out* (FOMO) phenomenon, and social validation through *likes*, *shares*, and comments. This suggests that the success of digital promotions depends on a company's ability to build sustainable consumer engagement.



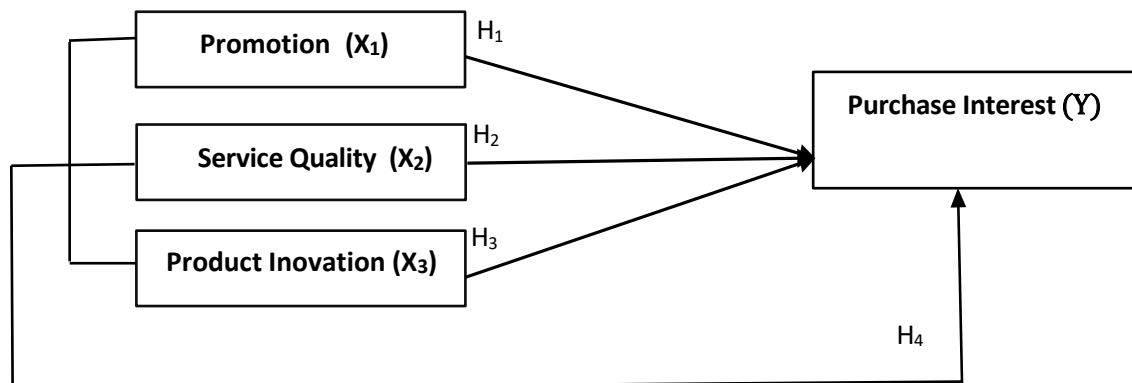
Besides promotions, service quality is a determining factor in consumer satisfaction and purchasing interest. Fatimah (2026) states that service quality is a service standard that can consistently meet customer expectations and satisfaction. Azmy and Chrismardani (2024) add that service quality is reflected in a company's ability to provide appropriate services according to customer needs. Good service will increase satisfaction and encourage repeat purchases (Masruroh et al., 2023). According to Hardiansyah in Restuningtika et al. (2023), service quality includes reliability, *tangibles*, responsiveness, assurance, and *concern*.

Product innovation also plays a crucial role in maintaining the competitiveness of culinary businesses. Anderson and Hidayah (2023) define innovation as a company's ability to apply creativity to create new opportunities and improve business performance. Maino et al., in Duha and Siagian (2023), explain that product innovation is the improvement or development of existing products. Similarly, Kotler and Keller, in Romadia et al. (2025), state that product innovation aims to meet consumer needs while providing added value. Innovation success is demonstrated by product novelty, customer orientation, frequency of new product launches, market expansion capabilities, and perceived consumer value (Jajja et al., in Romadia et al., 2025).

Promotions, service quality, and product innovation ultimately influence consumer purchasing interest. Purchasing interest is a person's tendency to purchase a product after receiving a certain stimulus (Laia, 2025). Hafizhoh et al. (2023) explain that purchasing interest reflects the level of consumer interest in a product, while Mufreni A. in Riyanto et al. (2023) suggests that purchasing interest is indicated by the tendency to make a purchase, recommend a product, make the product a primary choice, and seek further information about the product.

Various studies have shown that promotions, service quality, and product innovation influence purchasing intention. Febriyanto et al. (2022) found that promotions serve to inform, remind, and persuade consumers to choose a product. Maulana et al. (2025) demonstrated that product innovation increases attractiveness and added value, thus positively impacting purchasing intention. Other studies also show that service quality increases customer satisfaction, which encourages repeat purchases (Masruroh et al., 2023; Fatimah, 2026). However, empirical data at Dimsum Chakmakan indicate that consumer purchasing intention still fluctuates. Some consumers are attracted by digital promotions, while others complain about slow service during peak hours and a lack of menu variety. These conditions indicate that promotions alone are not enough to maintain purchasing intention without the support of continuous service quality and product innovation.

Based on the review of previous research, there is still *a research gap* because most studies examine the influence of promotion, service quality, or product innovation separately, while research that integrates these three variables in micro-scale culinary businesses in the region is still limited. In addition, the majority of research was conducted in large cities so it does not fully describe the characteristics of consumers in Rantauprapat City. Therefore, this study aims to analyze the influence of promotion, service quality, and product innovation on consumer purchasing interest in Dimsum Chakmakan in Rantauprapat City. The results of the study are expected to provide practical contributions for business actors in developing more effective marketing strategies and enrich the study of consumer behavior in the culinary sector. Based on the description above, the conceptual framework of the research can be compiled in the following figure:

**Figure 1. Conceptual Framework**

Based on the conceptual framework above, the research hypothesis can be formulated as follows:
 H_1 : Promotion partially influences consumer purchasing interest in Chakmakan Dimsum in Rantauprapat City.

H_2 : Service quality partially influences consumer purchasing interest in Chakmakan Dimsum in Rantauprapat City.

H_3 : Product innovation partially influences consumer purchasing interest in Chakmakan Dimsum in Rantauprapat City.

H_4 : Promotion, Service Quality, Product Innovation simultaneously influence Consumer Purchase Interest in Dimsum Chakmakan in Rantauprapat City.

2. RESEARCH METHOD

This study used a quantitative associative approach to analyze the influence of promotion, service quality, and product innovation on consumer purchasing interest at Chakmakan Dimsum in Rantauprapat. The study was conducted from May to July 2026 at Chakmakan's main outlet on Jalan Jenderal Ahmad Yani, Rantauprapat, Labuhanbatu Regency, North Sumatra. Amount sample determined with formula Wibisono (Sugiyono, 2022), so that 96 respondents were obtained and rounded up to 100 respondents. The sampling technique used was purposive sampling with the respondent criteria being consumers who had visited at least twice in the last six months. The collected data were then analyzed using SPSS version 2.9 software. Furthermore, validity tests, reliability tests, classical assumption tests, multiple linear regression analysis and hypothesis tests were carried out.

3. RESULT AND DISCUSSION

Validity Test

Table 1. Validity Test Results

Item	Indicator/Item	r Count	r Table	Sig.	Information
X1.1	Promotion reach	0.741	0.196	<0.001	Valid
X1.2	Promotion quality	0.775	0.196	<0.001	Valid
X1.3	Promotion quantity	0.771	0.196	<0.001	Valid
X1.4	Promotion time	0.766	0.196	<0.001	Valid
X1.5	Accuracy of promotional targets	0.774	0.196	<0.001	Valid
X2.1	Reliability	0.723	0.196	<0.001	Valid
X2.2	Physical evidence (tangibles)	0.764	0.196	<0.001	Valid
X2.3	Responsiveness	0.797	0.196	<0.001	Valid
X2.4	Assurance	0.743	0.196	<0.001	Valid
X2.5	Concern	0.778	0.196	<0.001	Valid
X3.1	Product novelty and uniqueness	0.800	0.196	<0.001	Valid
X3.2	Customer orientation	0.717	0.196	<0.001	Valid



Item	Indicator/Item	r Count	r Table	Sig.	Information
X3.3	Frequency of new product introductions	0.799	0.196	<0.001	Valid
X3.4	Contribution in expanding the market	0.679	0.196	<0.001	Valid
X3.5	Value for customers	0.643	0.196	<0.001	Valid
Y1	Item of interest to purchase Y1	0.807	0.196	<0.001	Valid
Y2	Y2 purchase interest items	0.749	0.196	<0.001	Valid
Y3	Y3 purchase interest items	0.746	0.196	<0.001	Valid
Y4	Y4 purchase interest items	0.766	0.196	<0.001	Valid
Y5	Y5 purchase interest items	0.701	0.196	<0.001	Valid

Source: SPSS 29 output, processed by researchers (2026).

The validity test results showed that all items were greater than the r table value of 0.196, and all significance values were below 0.05. Therefore, all 20 research items were declared valid and suitable for use in subsequent analyses.

Reliability Test

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Number of Items	Standard	Information
Promotion (X_1)	0.819	5	0.70	Reliable
Service Quality (X_2)	0.811	5	0.70	Reliable
Product Innovation (X_3)	0.770	5	0.70	Reliable
Consumer Purchase Interest (Y)	0.804	5	0.70	Reliable

Source: SPSS 29 output, processed by researchers (2026).

Normality Test

Table 3. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	2.20551225
Most Extreme Differences	Absolute	.079
	Positive	.067
	Negative	-.079
Test Statistics		.079
Asymp. Sig. (2-tailed) ^c		.129
Monte Carlo Sig. (2-tailed) ^d	Sig.	.131
	99% Confidence Interval Lower Bound	.122
	Upper Bound	.139

Source: SPSS 29 output, processed by researchers (2026).

The Asymp. Sig. (2-tailed) value is 0.129 and the Monte Carlo Sig. value is 0.131. Both values are greater than 0.05, so the residuals of the regression model are declared normally distributed. This



conclusion is supported by the Normal P-P Plot graph which shows the residual points are located around and follow the diagonal line.

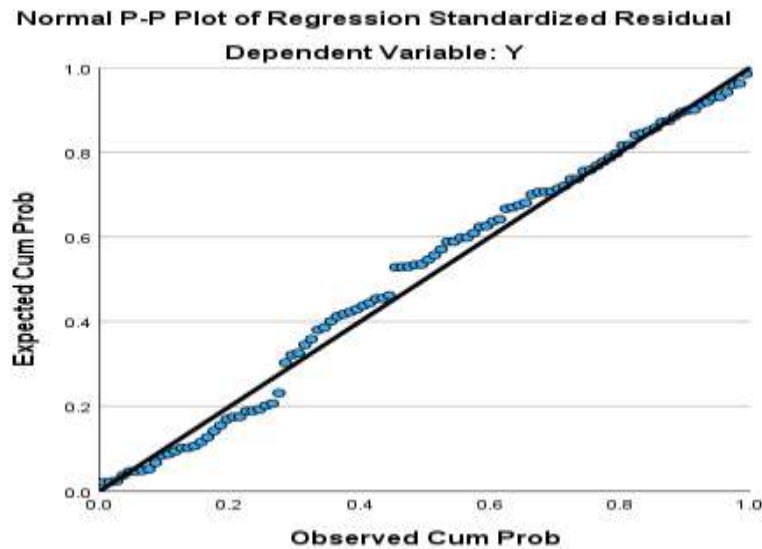


Figure 3. Normal P-P Plot of Regression Standardized Residual

Source: SPSS 29 Output (2026).

Figure 3 shows that the observation points are spread around a diagonal line from the bottom left to the top right. Although there are slight deviations in some areas, the general pattern follows the diagonal line. This indicates that the cumulative distribution of residuals is close to a normal distribution and the assumption of normality is acceptable.

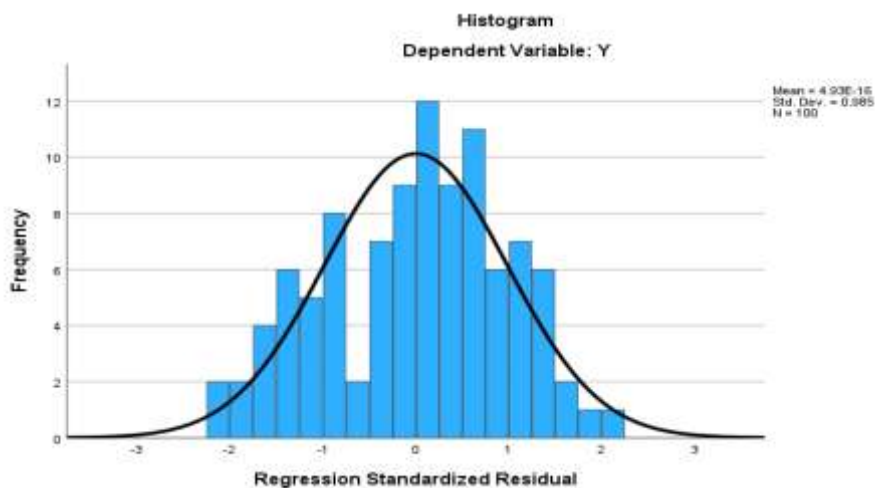


Figure 4. Histogram of Regression Standardized Residual

Source: SPSS 29 Output (2026).

The residual histogram shows a bell-shaped pattern and is relatively symmetric around zero. The mean of the standardized residuals is close to zero, namely $4.93\text{E}-16$, with a standard deviation of 0.985 and a data set of 100. This pattern is consistent with the Kolmogorov-Smirnov results and strengthens the conclusion that the residuals are normally distributed.



Multicollinearity Test

Table 4. Multicollinearity Test Results

		Coefficients ^a				Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
Model		B	Std. Error	Beta	t	Sig.	
1	(Constant)	3,822	1,505		2,539	.013	
	X1	.231	.102	.237	2,255	.026	.457
	X2	.344	.114	.348	3,021	.003	.379
	X3	.228	.105	.221	2,179	.032	.490

a. Dependent Variable: Y

Source: SPSS 29 Output (2026).

The Promotion Tolerance value is 0.457, Service Quality is 0.379, and Product Innovation is 0.490. All Tolerance values are greater than 0.10. The VIF values are 2.188; 2.641; and 2.041, respectively, all less than 10. Thus, there are no symptoms of multicollinearity in the regression model. This condition indicates that each independent variable has a distinguishable contribution in explaining Consumer Purchase Intention.

Heteroscedasticity Test

Table 5. Glejser Test Coefficients

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,088	.843		2,476	.015
	X1	.028	.057	.074	.493	.623
	X2	-.061	.064	-.158	-.957	.341
	X3	.020	.059	.049	.334	.739

a. Dependent Variable: ABS_RES

Source: SPSS 29 output, processed by researchers (2026).

The significance value for Promotion is 0.623, Service Quality is 0.341, and Product Innovation is 0.739. All values are greater than 0.05. Thus, the independent variables do not significantly influence the absolute value of the residual, and the regression model is declared free from heteroscedasticity.

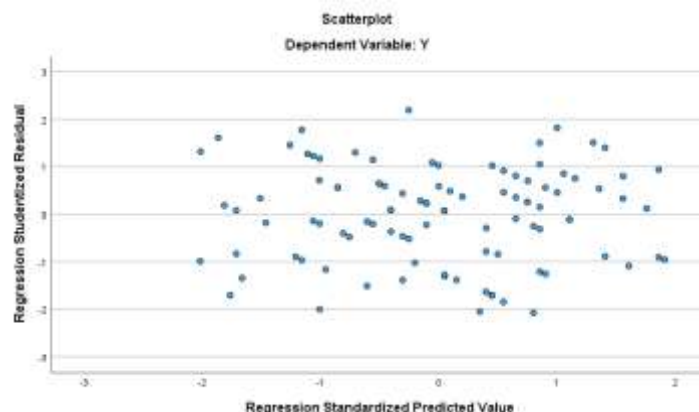


Figure 5. Scatterplot of Heteroscedasticity Test

Source: SPSS 29 Output (2026).



The scatterplot shows points randomly distributed above and below zero on the residual axis. The points do not form a tapered, regularly expanding, wavy, or others systematic pattern. Therefore, the visual results are consistent with Glejser's test and indicate that the residual variance is relatively constant, or homoscedastic.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the direction and magnitude of the influence of Promotion, Service Quality, and Product Innovation on Consumer Purchase Intention. The regression coefficients were taken from the Unstandardized Coefficients B value in the SPSS Coefficients table.

Table 6. Multiple Linear Regression Coefficients

Model	B	Std. Error	Beta	t	Sig.
(Constant)	3,822	1,505		2,539	.013
Promotion (X ₁)	.231	.102	.237	2,255	.026
Service Quality (X ₂)	.344	.114	.348	3,021	.003
Product Innovation (X ₃)	.228	.105	.221	2,179	.032

Source: SPSS 29 output, processed by researchers (2026).

Based on the Coefficients Table, the multiple linear regression equation obtained is:

$$Y = 3.822 + 0.231X_1 + 0.344X_2 + 0.228X_3 + e$$

The constant of 3.822 means that if the Promotion, Service Quality, and Product Innovation scores are assumed to be constant at zero, the baseline value of Consumer Purchase Intention is estimated at 3.822. The constant is positive and significant at 0.013. However, the primary interpretation of the model focuses more on the direction and magnitude of the independent variable coefficients within the research data range. The Promotion coefficient of 0.231 indicates that every one-unit increase in the Promotion score, with Service Quality and Product Innovation held constant, will increase the Consumer Purchase Intention score by 0.231 units. A positive coefficient indicates a unidirectional relationship between Promotion and Consumer Purchase Intention. The Service Quality coefficient of 0.344 indicates that every one-unit increase in the Service Quality score, with Promotion and Product Innovation held constant, will increase the Consumer Purchase Intention score by 0.344 units. This value is the largest coefficient in the model, so Service Quality has the strongest relative influence. The Product Innovation coefficient of 0.228 indicates that every one-unit increase in the Product Innovation score, with Promotion and Service Quality held constant, will increase the Consumer Purchase Intention score by 0.228 units. A positive coefficient indicates that the better the product innovation, the higher the tendency of consumer purchase interest.

Partial Test (t-Test)

The t-test is used to determine the effect of each independent variable on Consumer Purchase Intention partially. With a sample size of 100, three independent variables, and a significance level of 5%, the degrees of freedom are $df = n - k - 1 = 96$. The two-way t-table value is 1.985. The hypothesis is accepted if the calculated t is greater than the t-table and the significance value is less than 0.05.

**Table 7. t-Test Results
Coefficients^a**

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,822	1,505		2,539	.013
	X1	.231	.102	.237	2,255	.026
	X2	.344	.114	.348	3,021	.003
	X3	.228	.105	.221	2,179	.032

a. Dependent Variable: Y

Source: SPSS 29 output, processed by researchers (2026).

Promotion has a t-count of 2.255, greater than the t-table of 1.985, with a significance of 0.026, less than 0.05. Thus, promotion has a partial positive and significant effect on consumer purchasing interest. The first hypothesis (H_1) is accepted. Service Quality has a t count of 3.021, which is greater than the t table of 1.985, with a significance of 0.003, which is less than 0.05. Thus, Service Quality has a partial positive and significant effect on Consumer Purchase Intention. The second hypothesis (H_2) is accepted.

Product Innovation has a t-count of 2.179, greater than the t-table of 1.985, with a significance of 0.032, less than 0.05. Thus, Product Innovation has a partial positive and significant effect on Consumer Purchase Intention. The third hypothesis (H_3) is accepted. Based on the Standardized Coefficients Beta value, Service Quality has the highest beta of 0.348. This value is higher than Promotion (0.237) and Product Innovation (0.221). Therefore, Service Quality is the most dominant variable influencing Consumer Purchase Intention in this research model.

Simultaneous Test (F Test)

The F test is used to determine whether Promotion, Service Quality, and Product Innovation jointly influence Consumer Purchase Intention. With a numerator df of 3 and a denominator df of 96 at a significance level of 5%, the F table value is 2.699. The simultaneous hypothesis is accepted if the calculated F is greater than the F table and the significance value is less than 0.05.

Table 8. ANOVA F Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	514,146	3	171,382	34,165	<.001 ^b
	Residual	481,564	96	5,016		
	Total	995,710	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: SPSS 29 output, processed by researchers (2026).

The calculated F value of 34.165 is greater than the F table of 2.699 and the significance value is less than 0.001, smaller than 0.05. Thus, Promotion, Service Quality, and Product Innovation simultaneously have a positive and significant effect on Consumer Purchase Interest. The fourth hypothesis (H_4) is accepted and the regression model is declared suitable to explain variations in Consumer Purchase Interest.

Coefficient of Determination

The coefficient of determination is used to determine the model's ability to explain changes in consumer purchasing interest. The R value indicates the closeness of the combined relationship between the independent and dependent variables. The R Square value indicates the proportion of variations in consumer purchasing interest that can be explained by promotions, service quality, and product innovation.

**Table 9. Value of Determination Coefficient****Model Summary**

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.719 ^a	.516	.501	2.23971

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: SPSS 29 output, processed by researchers (2026).

Adjusted R Square value of 0.501 means that 5.01 % of the variation in Consumer Purchase Intention can be explained by the three independent variables in the model. Meanwhile, the remaining 49.9 % is influenced by other factors outside this research model.

1. The Influence of Promotion on Consumer Purchase Interest

The results of the study indicate that promotions have a positive and significant effect on consumer purchasing interest in Dimsum Chakmakan in Rantauprapat City. This is evidenced by a regression coefficient of 0.231, a t-value of 2.255, and a significance level of 0.026. The positive direction indicates that increasing the reach, quality, quantity, timing, and accuracy of promotional targets will be followed by an increase in consumer purchasing interest, assuming that Service Quality and Product Innovation remain constant.

These findings align with the theoretical framework in the previous chapter, which positions promotion as a means to communicate product benefits, remind consumers, and persuade them to try or purchase. These findings also align with the research findings of Febriyanto et al. (2022), which show that promotion serves as a means to inform, remind, and persuade consumers to choose the products offered by the company. Measured promotion will increase the likelihood of consumers becoming familiar with the product, becoming interested in seeking information, and ultimately developing an interest in purchasing.

2. The Influence of Service Quality on Consumer Purchase Interest

The results of the study indicate that Service Quality has a positive and significant effect on Consumer Purchase Intention. The regression coefficient of 0.344, the calculated t value of 3.021, and a significance of 0.003 indicate that the better the quality of service received by consumers, the higher their interest in purchasing Dimsum Chakmakan products. Service Quality also has the highest Standardized Beta of 0.348, making it the most dominant variable in the research model. These findings support the theoretical basis for understanding that service quality is the effort to meet consumer needs and desires accurately and according to expectations. Laili and Budiarti (2023) emphasize the importance of service alignment with customer expectations, while Pagiling et al. (2024) explain that improving service quality is a crucial strategy for businesses to maintain consumer trust. These findings align with research by Masruroh and Fatimah, which found that service quality contributes to customer satisfaction, which then drives increased purchase intention and repeat purchases (Masruroh et al., 2023; Fatimah, 2026).

3. The Influence of Product Innovation on Consumer Purchasing Interest

The results of the study indicate that Product Innovation has a positive and significant effect on Consumer Purchase Intention. The regression coefficient of 0.228, the calculated t-value of 2.179, and the significance level of 0.032 prove that increasing product innovation will encourage an increase in consumer purchase intention, with other variables held constant. Although the beta value of Product Innovation is the smallest among the three independent variables, its effect remains statistically significant. These results support the concept of Anderson and Hidayah (2023), who view innovation as the ability to apply creativity to solve problems and seek opportunities to improve business performance. Romadia et al. (2025) also define product innovation as the process of creating new products or improving existing products to meet consumer needs and provide added value. Meanwhile, research by Maulana et al. (2025) found that product innovation has a positive influence on consumer purchasing interest because it can increase product appeal and create added value in the eyes of



customers. The study also explains that business actors carry out innovation not only to increase the economic value of products but also to introduce certain culinary characteristics that are not widely found in other regions, thus creating new business opportunities.

4. The Simultaneous Influence of Promotion, Service Quality, and Product Innovation on Consumer Purchase Interest

The F-test results show that Promotion, Service Quality, and Product Innovation simultaneously have a significant effect on Consumer Purchase Intention. The calculated F-value of 34.165 is greater than the F-table of 2.699 with a significance of less than 0.001. These results confirm that consumer purchase intention is not only formed by one factor, but is the result of an interaction between promotional communication, service experience, and the attractiveness of product innovation. In practical terms, compelling promotions will build initial attention, quality service will enhance the customer experience, and product innovation will provide a reason to try or repurchase. If promotions are enhanced without being supported by good service, consumers may be attracted to the store but not receive a satisfying experience. Conversely, good service without adequate promotion can make the business less well-known. Compelling innovations also need to be communicated through promotions and delivered through consistent service. Thus, all three variables must be managed in an integrated manner.

4. CONCLUSION

1. Promotion has a positive and significant effect on consumer purchasing interest with a t-value of 2.255 and a significance level of 0.026. Thus, H_1 is accepted.
2. Service Quality has a positive and significant effect on Consumer Purchase Intention with a t-value of 3.021 and a significance level of 0.003. Service Quality is the most dominant variable with a beta of 0.348. Thus, H_2 is accepted.
3. Product innovation has a positive and significant effect on consumer purchasing interest with a t-value of 2.179 and a significance level of 0.032. Thus, H_3 is accepted.
4. Promotion, Service Quality, and Product Innovation simultaneously have a significant effect on Consumer Purchase Intention with a calculated F of 34.165 and a significance of less than 0.001. Thus, H_4 is accepted.
5. Adjusted R Square value of 0.501 indicates that 50.1 % of the variation in Consumer Purchase Interest can be explained by Promotion, Service Quality, and Product Innovation, while 49.9 % is explained by other factors outside this research model, such as price, product quality, brand image, location, consumer experience, social recommendations, or other factors not analyzed in this research.

5. REFERENCES

- Anderson, J., & Hidayah, N. (2023). Pengaruh kreativitas produk, inovasi produk, dan kualitas produk terhadap kinerja ukm. *Jurnal Manajerial Dan Kewirausahaan*, 5(1), 185–194.
- Azmy, N. U., & Chrismardani, Y. (2024). Pengaruh persepsi harga dan kualitas pelayanan terhadap kepuasan pelanggan. *GEMILANG: Jurnal Manajemen Dan Akuntansi*, 4(1), 224–236.
- Duha, R., & Siagian, M. (2023). Pengaruh Inovasi Produk, Fitur Produk, dan Desain Produk Terhadap Keputusan Pembelian Konsumen pada Luar Garis Coffee. *ECo-Buss*, 6(1), 166–178.
- Fatimah, S., Nasution, S., & Simanjorang, E. F. S. (2026). PENGARUH KUALITAS PELAYANAN, HARGA, DAN KEPERCAYAAN TERHADAP KEPUTUSAN PEMBELIAN LOGAM MULIA DI PT. PEGADAIAN CABANG RANTAUPRAPAT. *Jurnal Ilmiah Mahasiswa Ekonomi Syariah (JIMESHA)*, 6(1), 99-114. Retrieved from <https://jim.stebisigm.ac.id/index.php/jimesha/article/view/866>
- Febriyanto, N. A., & Widiartanto, W. (2022). Kualitas pelayanan dan promosi terhadap minat beli ulang (Studi pada pelanggan BurgerKing Paragon Semarang). *Jurnal Ilmu Administrasi Bisnis*, 11(3), 1226–1237. doi.org



- Hafizhoh, F. R., Gunaningrat, R., & Akhmad, K. A. (2023). Potongan harga, live streaming, dan online customer review terhadap minat beli konsumen pada aplikasi TikTok Shop. *Jurnal Publikasi Sistem Informasi Dan Manajemen Bisnis (JUPSIM)*, 2(3), 204–219.
- Laia, S., Simanjorang, E. F. S., Hansyah, P. (2025) “Pengaruh Persepsi Harga, Kualitas Produk Dan Gaya Hidup Terhadap Minat Beli Konsumen Pada Kopi Keliling Hb Kopling Di Kota Rantauprapat”, *Jurnal Ilmiah Mahasiswa Perbankan Syariah (JIMPA)*, 5(2), pp. 453-466. doi: 10.36908/jimpa.v5i2.609.
- Laili, N. P. N., & Budiarti, A. (2023). Pengaruh kualitas pelayanan, kualitas produk, dan promosi terhadap keputusan pembelian Mie Gacoan cabang Manyar Surabaya. *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 12(7).
- Masruroh, S., Wahyono, D., Katjina, H., & Judijanto, L. (2023). Pengaruh Digital Marketing, Kualitas Produk dan Kualitas Pelayanan Terhadap Kepuasan Konsumen. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 9(6), 2464–2471.
- Maulana, F., Islami, M. D., & Yanto, R. (2025). Pengaruh Kualitas Pelayanan dan Kepuasan Pelanggan terhadap Minat Beli Konsumen (Studi Pada UMKM Oleh-Oleh Khas Kabupaten Jember). *Menulis: Jurnal Penelitian Nusantara*, 1(8), 445–448.
- Nisa, N. A., Utami, W. N., Abdul, D., Mubarak, A., & Membangun, U. I. (2026). *Pengaruh Harga Dan Promosi Terhadap Minat Beli Konsumen Di Klinik Mirabeauty*. 4(4), 14206–14215.
- Pagiling, O. F., Jaya, A., & Halik, J. B. (2024). Pengaruh Kepuasan Pelanggan Dan Kualitas Pelayanan Terhadap Minat Beli Konsumen Restoran McDonald’s Makassar. *JEMSI (Jurnal Ekonomi, Manajemen Dan Akuntansi)*, 10(1), 402–415.
- Restuningtika, A., Muryati, M., & Survival, S. (2023). Analisis pengaruh kualitas pelayanan dan citra merk terhadap loyalitas konsumen dengan kepuasan pelanggan sebagai variabel mediasi (Studi pada Toko Roti Papa Cookies seluruh area Jawa Timur). *Jurnal Ilmiah Universitas Batanghari Jambi*, 23(3), 3188–3203.
- Riyanto, J., Muchayatin, M., & Cahya, S. D. (2023). Pengaruh desain kemasan, citra merek dan persepsi harga terhadap minat beli konsumen (Studi Pada Konsumen Le Minerale di Kota Semarang). *Jurnal Rekognisi Manajemen*, 7(1), 1–11.
- Rohana, P., & Aquino, A. (2023). Pengaruh Kualitas Produk, Promosi Dan Citra Merek Terhadap Keputusan Pembelian. *Jurnal Daya Saing*, 9(3), 862–867.
- Romadia, R., Floryan, F., Mahendra, F., & Noviyanti, I. (2025). Pengaruh Inovasi Produk terhadap Peningkatan Daya Saing UMKM Kuliner di Kota Pangkalpinang. *Eksis: Jurnal Ilmiah Ekonomi Dan Bisnis*, 16(1), 49–60.
- Sekarini, R. A., Khairani, L. P., & Farhani, H. (2023). PENGARUH PROMOSI, PENILAIAN PRODUK TERHADAP KEPUTUSAN PEMBELIAN DI MARKETPLACE SHOPEE PADA MAHASISWA DI JAKARTA. *Jurnal Ekonomi Dan Industri*, 24(3), 920–930.
- Sugiyono, P. (2022). Dr. 2010. *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Bandung: CV Alfabeta.
- Suriono, H., Rahayu, S., Simanjorang, E. F. S., Wahyuni, D., & Alamsyah, M. N. (2024). *Pengantar E-Commerce: Aspek dalam Bisnis Digital*. Yayasan Kita Menulis.
- Wiyanti, S., Rahma, M. Y., Putri, P. K. B. R., & Pramushinta, A. D. (2025). Pengaruh harga, kualitas produk dan promosi terhadap minat beli ulang konsumen Coffeeshop Budaya Kopi Kota Tegal. *EBISMAN EBisnis Manajemen*, 3(1), 8–21.