



Metro Coffee Purchase Decision: Accessibility, Brand Equity, and Perceived Value

Habib Al Hakim¹

Atika Dyah Perwita²

Rabi'atul Adawiyah³

¹Faculty of Islamic Economics and Business, UIN Walisongo Semarang

Email : 2205056026@student.walisongo.ac.id

²Faculty of Islamic Economics and Business, UIN Walisongo Semarang

Email : atikadyah@walisongo.ac.id

³Faculty of Islamic Economics and Business, UIN Walisongo Semarang

Email : radawiyah@walisongo.ac.id

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Abstract

The increasingly intense competition among mobile coffee businesses highlights the need to understand the factors influencing consumers' purchase decisions. This study aims to analyze the effects of accessibility, brand equity, and social media promotion on the purchase decisions of Metro Coffee consumers in Semarang City, while examining perceived value as a moderating variable. Using a purposive sampling technique, 100 consumers were selected as respondents, and a quantitative explanatory design was applied. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that accessibility and brand equity do not have a significant effect on purchase decisions. In contrast, perceived value and social media promotion show a significant and positive influence. Perceived value is not proven to moderate the effects of accessibility, brand equity, or social media promotion on purchase decisions. The novelty of this study lies in testing perceived value as a boundary condition in the relationship between marketing stimuli and purchase decisions within the context of mobile coffee businesses. The results suggest that perceived value functions more as a direct determinant than as a moderator. The research model explains 65.3% of the variation in purchase decisions.

Keywords: accessibility, brand equity, social media promotion, perceived value, purchase decision

Abstrak

Persaingan usaha kopi keliling yang semakin intensif mendorong pentingnya pemahaman terhadap aspek yang berpengaruh pada keputusan pembelian konsumen. Tujuan studi ini guna menganalisis pengaruh aksesibilitas, ekuitas merek, serta promosi media sosial terhadap keputusan pembelian konsumen Kopi Metro di Kota Semarang serta menguji *perceived value* sebagai variabel moderasi. Melalui teknik purposive sampling sebanyak 100 konsumen dijadikan responden serta pendekatan kuantitatif berdesain eksplanatori diterapkan dalam studi. Adapun Partial Least Squares Structural Equation Modeling (PLS-SEM) dimanfaatkan guna menganalisis data. Temuan studi mengindikasikan bahwa aksesibilitas serta ekuitas merek tidak menunjukkan pengaruh signifikan terhadap keputusan pembelian. Sementara, *perceived value* serta promosi media sosial berpengaruh signifikan serta positif. *Perceived value* tidak terbukti memoderasi pengaruh aksesibilitas, ekuitas merek, maupun promosi media sosial terhadap keputusan pembelian. Novelty studi berupa pengujian *perceived value* sebagai boundary condition dalam hubungan stimulus pemasaran dan keputusan pembelian pada konteks usaha kopi keliling. Temuan menunjukkan bahwa *perceived value* lebih berperan sebagai determinan langsung daripada moderator. Model penelitian mampu menjelaskan 65,3% variasi keputusan pembelian.

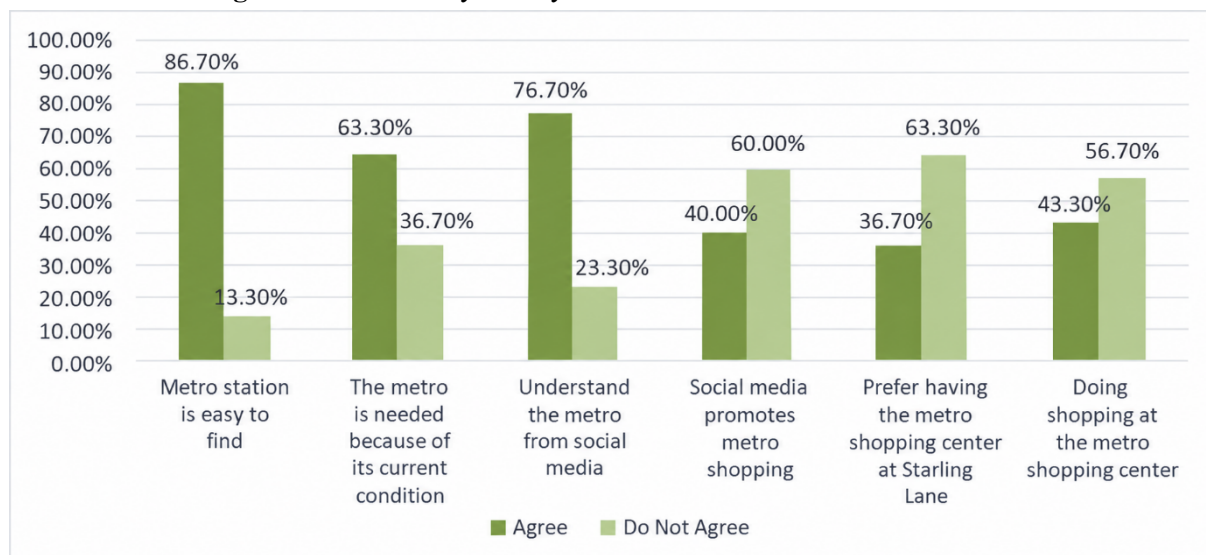
Kata Kunci: aksesibilitas, ekuitas merek, promosi media sosial, *perceived value*, keputusan pembelian

INTRODUCTION

Advances in digital technology represent a crucial driver of transformation in production, distribution, marketing, and consumption mechanisms, thereby creating an increasingly competitive business environment (Hassoun et al., 2022). Digital transformation is not only leveraged by large companies and franchise chains but also encourages the emergence of various business models that are adaptive, innovative, and oriented toward consumer needs (Verhoef et al., 2021). In the Indonesian context, this development is marked by the emergence of the mobile coffee business concept known as “Starling” (Starbucks Keliling), one example being Metro Coffee. The presence of Metro Coffee represents innovation in the micro-enterprise sector by integrating service mobility, ease of consumer access, and the utilization of marketing strategies aligned with digital technology developments.

As a high-value commodity, coffee plays a strategic role in global trade activities, contributing significantly to both community culture and the local economy (Nopitriyani et al., 2023). The growing trend in coffee consumption has also encouraged the development of Starling coffee businesses in Semarang City, including Metro Coffee, which operates in the western part of Semarang. The existence of Metro Coffee reflects a shift in societal consumption patterns toward enjoying coffee in a more mobile, practical, and affordable manner. This condition simultaneously intensifies competition among brands in attracting and retaining consumers. In such a situation, ease of access and the use of social media become important aspects for Metro Coffee in reaching consumers. However, these conditions do not directly indicate the extent to which social media promotion and accessibility guide consumers toward purchase decisions. Therefore, an empirical overview of consumer responses to Metro Coffee is needed through a preliminary survey.

Diagram 1. Preliminary Survey Data from 30 Metro Coffee Consumers



Based on Diagram 1, a preliminary survey of 30 Metro Coffee consumers revealed that 26 respondents (86.7%) stated that Metro Coffee was easy to access, and 23 respondents (76.7%) learned about Metro Coffee through social media. However, these conditions did not fully lead to purchase decisions. As many as 18 respondents (60.0%) stated that social media promotion had not encouraged purchases, 19 respondents (63.3%) did not always choose Metro Coffee over other Starling brands, and 17 respondents (56.7%) did not make repeat purchases. These findings indicate a gap between purchase decisions and exposure to social media and accessibility, suggesting that consumers may consider other aspects, such as brand equity and perceived value, in determining their purchase decisions for Metro Coffee.

According to [Fandy Tjiptono \(2014\)](#), accessibility refers to the ease with which consumers can obtain a product and the availability of the product. Findings by [\(Fei et al., 2020\)](#) show a significant effect on purchase decisions. Similar findings were also put forward in the study by Hayati and [\(Patro, 2023\)](#), stating that increased consumer purchase decisions are caused by ease of access. However, a study conducted by [\(Sari et al., 2024\)](#) reveals different results, namely that accessibility does not have a significant effect on purchase decisions. In addition, consumer purchase decisions are also determined by brand equity. According to [\(Išoraitė, 2018\)](#) the value of a brand is formed from assets or perceptions attached to the brand symbol and name. This condition can influence the increase in product value for both companies and consumers.

Findings by [\(Macías et al., 2024\)](#) indicate that purchase decisions are significantly influenced by brand equity. Other study results conducted by [\(Supapon & Sukh awatthanakun, 2023\)](#) emphasize that added value to a product can be caused by brand equity, thus encouraging consumers to make purchase decisions. However, research by [\(Musa et al., 2022\)](#) and [\(Van Thuy et al., 2022\)](#) mentions that purchase decisions are not significantly influenced by brand equity. Given the increasingly tight market competition, promotion becomes an important factor. Promotion encompasses various communication activities from producers aimed at influencing consumers to purchase products [\(Marzuqi & Fardani, 2025\)](#). This is in line with studies by [\(Bambang, 2025\)](#) and [\(Martha et al., 2019\)](#), which state that purchase decisions are crucially formed by media promotion. These findings show a significant influence between purchase decisions and social media promotion. However, a study by [\(Rahmatia et al., 2023\)](#) indicates that promotion has an insignificant and negative effect [\(Rahmatia et al., 2023\)](#).

In addition to promotion, purchase decisions are also influenced by perceived value. According to [\(Blut et al., 2023\)](#), perceived value is defined as consumers' overall evaluation of product benefits formed from considerations of what is received versus what is given. Research conducted by [\(Baidoun & Salem, 2024\)](#) shows that perceived value moderates website quality, ease of use, and perceived usefulness on shopping decisions. Findings by [\(Fauzi et al., 2024\)](#), indicate that the influence of hedonic lifestyle and brand image on purchase decisions is strengthened by perceived value. Meanwhile, in the research by [\(Diantanti & Alfadlilah, 2025\)](#) perceived value does not moderate but rather weakens the relationship between variables.

Based on previous studies, there is still inconsistency in results regarding the effects of social media promotion, accessibility, and brand equity on purchase decisions. However, these differing findings have not yet explained how the characteristics of a mobile coffee business can influence consumer decision mechanisms. Metro Coffee faces conditions different from conventional coffee shops, namely location mobility, relatively short purchase interactions, and the availability of many similarly priced products and alternative brands. These conditions indicate a contextual gap, as the effects of ease of access, brand strength, and digital promotion may not necessarily work in the same way for Metro Coffee consumers.

In addition, there is a conceptual gap regarding the mechanism that explains how marketing stimuli are translated into purchase decisions. Consumers do not only consider the ease of obtaining a product, brand identity, or exposure to promotion, but also take into account the proportion between the sacrifices made and the benefits gained. In such conditions, perceived value can act as a boundary condition that determines the strength or weakness of the effects of accessibility, brand equity, and social media promotion on purchase decisions. Thus, perceived value is used as a moderating variable to explain this mechanism among Metro Coffee consumers in Semarang City.

Based on these research gaps, this study offers novelty through the integration of accessibility, brand equity, and social media promotion with perceived value as a moderating variable to explain the purchase decisions of Metro Coffee consumers in Semarang City. Theoretically, this study contributes to expanding insights into the process of forming purchase decisions by positioning perceived value as a boundary condition capable of weakening or strengthening the influence of various marketing aspects

on purchase decisions. Practically, this study provides a basis for Metro Coffee to design marketing strategies that focus not only on improving accessibility, strengthening brand equity, and intensifying social media promotion, but also on creating value perceived by consumers in order to enhance purchase decisions and retain customers amid competition in the mobile coffee business.

LITERATURE REVIEW

Accessibility and Purchase Decision

From the perspective of the Stimulus–Organism–Response (S–O–R) framework, accessibility is an external stimulus that provides consumers with ease in obtaining a product. For Metro Coffee, the mobile nature of the business allows the product to be present closer to consumers, thereby reducing the time, distance, and effort required to make a purchase. The ease perceived by consumers can foster a more favorable evaluation of a product, thus encouraging purchase decisions (Lina et al., 2022). According to Berry et al., (2002) higher levels of accessibility reduce consumer barriers to making purchases. This concept is consistent with previous studies indicating that accessibility influences purchase decisions, although earlier research findings still show inconsistencies.

Brand Equity and Purchase Decision

Brand equity is positioned as a stimulus in the form of intrinsic and extrinsic information and cues regarding a brand that consumers use to evaluate a product (Keller, 1993). In the case of Metro Coffee, brand equity is reflected through brand awareness, brand associations, customer loyalty, and perceived quality. The strength of brand equity can minimize consumer doubts and build trust in the benefits offered by the product (Erislan, 2025). Within the S–O–R framework, consumers' internal evaluations utilize brand equity as a stimulus, ultimately resulting in a response in the form of a purchase decision.

Social Media Promotion and Purchase Decision

Social media promotion is a stimulus that delivers product information, offers, and appeals to consumers through digital platforms. For Metro Coffee, as a micro-enterprise with limited physical reach due to its mobile location, social media can be utilized as a means of promotion and communication regarding sales locations, expanding product visibility, and engaging with consumers. Within the S–O–R framework, consumers process information obtained from social media, which can generate a response in the form of a purchase decision (Sohaib et al., 2022). According to Kairupan & Laksono, (2024) the more relevant and attractive the promotion is to consumers, the higher the resulting purchase decision from that stimulus.

Perceived Value as a Moderating Variable

Perceived value reflects consumers' perception of the fit between the benefits obtained and the sacrifices made to acquire a product (Lina et al., 2022). From the S–O–R perspective, perceived value represents an internal evaluation process (organism) that influences consumers' responses to various marketing stimuli. In this study, perceived value serves as a moderating variable to explain the extent to which the level of value perceived by consumers can strengthen or weaken the effects of accessibility, brand equity, and social media promotion on purchase decisions. Positive responses to marketing stimuli are more likely to form when consumers perceive high value, particularly when the benefits obtained are perceived as equivalent to the sacrifices made (Bushara et al., 2023). Conversely, low perceived value can limit the effectiveness of such stimuli in driving purchase decisions (Qian, 2025). Thus, perceived value functions as a boundary condition that explains variations in the strength of the relationship between consumer behavioral responses and marketing stimuli.

Purchase Decision as a Response

Purchase decision is a response that emerges after consumers receive and evaluate various marketing stimuli (Jiang et al., 2023). Purchase decision describes the stages consumers go through in recognizing their needs, considering several alternatives, and ultimately selecting the product deemed most aligned with their preferences and needs (Nasti et al., 2024). In this study, Metro Coffee consumers do not merely respond to the presence of a product but also evaluate the ease of obtaining the product, brand strength, promotional information, and perceived value before making a purchase choice. This evaluation indicates that purchase decisions are not solely transactional actions but are formed from consumers' considerations of product attributes and available information. Therefore, purchase decision becomes a behavioral consequence of the stimulus and evaluation process as explained within the S–O–R framework. From the S–O–R perspective, behavioral response is an output derived from the processing of external stimuli through consumers' internal conditions, so purchase decisions represent a behavioral manifestation of the evaluation that arises after consumers are exposed to a set of marketing stimuli (Laato et al., 2020).

HYPOTHESIS DEVELOPMENT

The Effect of Accessibility on Consumer Purchase Decision

Accessibility is an external stimulus in the form of ease for consumers to obtain a product, based on the S–O–R perspective. Ease of reaching a product can reduce the time, distance, and effort required by consumers, thereby creating a more positive evaluation and encouraging a response in the form of a purchase decision. In the context of Metro Coffee, which has a mobile business characteristic, accessibility becomes important because the presence of the product in easily reachable locations can reduce consumer barriers to making purchases. Empirically, Lopes et al., (2024), Song & Jo, (2023), Lawson et al., (2021), and Wardhana & Soesanto, (2025) argue that accessibility has a positive effect on purchase decisions. These results strengthen the argument that the easier it is for consumers to obtain a product, the higher the purchase response. Based on empirical evidence and theoretical perspectives, the study proposes the following hypothesis: H1: Accessibility has a positive effect on consumer purchase decision.

The Effect of Brand Equity on Consumer Purchase Decision

Within the S–O–R framework, brand equity can be viewed as a stimulus that provides information and cues for consumers to evaluate a product. A brand with high equity can enhance recognition, consumer trust in the product, and perceived quality, thereby reducing uncertainty in the decision-making process. Such a stimulus can lead to a response in the form of a tendency to choose and purchase the product when consumers form positive perceptions. Meanwhile, amid the increasingly diverse selection of mobile coffee businesses with relatively similar product characteristics, brand equity becomes a crucial aspect for Metro Coffee. Several previous studies indicate that brand equity positively influences purchase decisions Husain et al., (2022), Ewur et al., (2025), Saxena & Kumar, (2023), Foroudi et al., (2018). These findings suggest that consumers' tendency and trust to make purchases increase when a product has strong brand equity. Based on this explanation, the following hypothesis is formulated: H2: Brand Equity has a positive effect on consumer purchase decision.

The Effect of Social Media Promotion on Consumer Purchase Decision

From the S–O–R perspective, social media promotion is a stimulus in the form of information and marketing communication received by consumers through the digital environment. This stimulus can enhance knowledge, attract attention, and draw consumers toward a product before generating a behavioral response in the form of a purchase decision. For Metro Coffee, social media also serves a strategic function in delivering product information, sales locations, offers, and brand activities to consumers who are not always present at the sales location. Therefore, stronger promotional stimuli

tend to be followed by an increased likelihood of consumers making purchases. Several previous studies indicate that purchase decisions are positively influenced by social media promotion [Nekmahmud et al., \(2022\)](#), [Antczak, \(2024\)](#). These conditions suggest that social media effectively utilized as a promotional tool can create significant opportunities for consumer purchase decisions to emerge. Based on this explanation, the following hypothesis is proposed: H3: Social Media Promotion has a positive effect on consumer purchase decision.

The Role of Perceived Value in Moderating the Effect of Accessibility on Consumer Purchase Decision

According to the S–O–R framework, perceived value provides an illustration of consumers' internal evaluation (organism) regarding the benefits received compared to the sacrifices made. In this regard, ease of access as a stimulus does not always result in purchase responses of equal strength, because consumers may respond differently based on the value they perceive. When consumers assess that the benefits obtained from Metro Coffee are commensurate with the price, time, and effort expended, ease of access is expected to more strongly drive purchase decisions. Conversely, low perceived value can reduce the effectiveness of ease of access in encouraging purchases. Previous studies indicate that perceived value contributes crucially in influencing consumer purchase decisions, as the value perceived by consumers becomes the basis for evaluating products before making purchase decisions [Sharma & Fatima, \(2024\)](#). Furthermore, studies conducted by [Diantanti & Alfadlilah, \(2025\)](#), [Qian & Khong-Khai, \(2024\)](#), indicate that perceived value is proven to moderate the relationship between purchase decisions and marketing variables, where perceived value has the potential to either enhance or suppress the influence of these variables in determining purchase decisions. Based on this explanation, the following hypothesis is formulated: H4: Perceived value moderates the effect of accessibility on consumer purchase decision.

The Role of Perceived Value in Moderating the Effect of Brand Equity on Consumer Purchase Decision

Brand equity provides a stimulus in the form of perceptions regarding the quality, credibility, and superiority of a brand, but the influence of this stimulus on purchase decisions may depend on the value perceived by consumers. Within the S–O–R framework, consumers do not only receive information about brand strength but also evaluate whether the benefits promised and obtained from the brand are commensurate with their sacrifices. High perceived value can enhance the relevance of brand equity in the evaluation process and strengthen consumers' tendency to choose the product, whereas purchase decisions may weaken when brand equity is associated with low value. Previous studies show that perceived value plays a crucial role in driving the relationship between brand equity and purchase decisions [Foroudi et al., \(2018\)](#). [Huang et al. \(2011\)](#) also state that perceived value can moderate the effect of brand equity on purchase decisions. Therefore, the proposed hypothesis is: H5: Perceived value moderates the effect of brand equity on consumer purchase decision.

The Role of Perceived Value in Moderating the Effect of Social Media Promotion on Consumer Purchase Decision

From the S–O–R perspective, social media promotion is a stimulus that conveys product information and appeals. Meanwhile, perceived value represents consumers' internal evaluation of the benefits offered by that stimulus. Thus, effective promotion is not solely based on the information received by consumers but is also influenced by the extent to which consumers perceive that the promoted product provides benefits commensurate with their sacrifices. High perceived value is expected to enhance the ability of social media promotion to drive purchase decisions because the product is evaluated positively by consumers. Conversely, low value can limit the ability of promotion to generate purchase responses. A study conducted by Faransyah Agung [Jaya et al., \(2024\)](#) indicates

that perceived value is able to moderate the effect of social media promotion on consumer purchase decisions. From this explanation, perceived value has the potential to either strengthen or weaken the influence of social media promotion on consumer purchase decisions. Based on this explanation, the following hypothesis is obtained: H6: Perceived value moderates the effect of social media promotion on consumer purchase decision.

RESEARCH METHODS

This study applies a quantitative approach through an explanatory research design to analyze the effects of accessibility, brand equity, and social media promotion on purchase decisions, as well as the role of perceived value as a moderating variable among Metro Coffee consumers in Semarang City. The population consists of consumers who have purchased Metro Coffee products in Semarang City. Respondents were determined using a purposive sampling technique, which is part of non-probability sampling, resulting in a sample of 100 respondents. The sample criteria included residing or being active in Semarang City, being at least 17 years old, and having purchased Metro Coffee at least once in the last six months.

Respondent eligibility was established based on screening questions placed at the beginning of the questionnaire. Respondents were asked to confirm their purchase experience with Metro Coffee in the last six months and the timing of their most recent purchase. The questionnaire could only be accessed for further completion by respondents who met the study criteria. The use of purposive sampling means that the research sample is not intended to provide a statistical representation of the population. Therefore, the generalization of the study findings is limited to consumers whose characteristics match the research criteria.

The research instrument used a structured questionnaire developed from previous studies and adapted to the Metro Coffee context. Adaptation was carried out through adjustments in language, wording, and research object context without altering the substance of the constructs and indicators. Table 1 presents the details of variable operationalization.

Table 1. Operationalization of Variables

Variables	Indicator	Scale	Source
Accessibility (X1)	Ease of reaching the location	Likert Scale	(Adil et al., 2024)
	Condition/quality of the road to the location		
	Distance and travel time to the location		
Brand Equity (X2)	Brand awareness	Likert Scale	(Yuliana, 2023)
	Perceived quality		
	Brand association		
	Brand loyalty		
Social Media Promotion (X3)	Promotion quality	Likert Scale	(Wintari et al., 2025)
	Sales promotion		
	Product examples or displays		
	Giving gifts or giveaways		
	Product consultation or interaction		

Purchase Decision (Y)	Product purchasing habits	Likert Scale	(Prasetyo & Budiarti, 2025)
	Consistency in product		
	Recommend to others		
	Repurchase		
Perceived Value (Z)	Emotional value	Likert Scale	(Dawam & Shihab, 2024)
	Social values		
	Product quality/performance rating		
	Price		

Each indicator was operationalized into statements referring to the Metro Coffee consumer context. Example items include “Metro Coffee is easy for me to reach” for accessibility, “I can easily recognize the Metro Coffee brand” for brand awareness, “Promotional information for Metro Coffee on social media is easy for me to understand” for social media promotion, “I am confident in my decision to buy Metro Coffee” for purchase decision, and “The price of Metro Coffee is commensurate with the benefits I receive” for perceived value. A Likert scale was used to measure each indicator, with 4 = strongly agree, 3 = agree, 2 = disagree, and 1 = strongly disagree. A four-point scale was chosen to provide more directed response categories and reduce the tendency to select middle categories. Before being used in the main survey, the instrument underwent a pilot test to identify ambiguous or difficult-to-understand statements before the questionnaire was distributed to research respondents. Evaluation results were used to refine the wording of the instrument without changing the constructs and indicators established based on previous research.

Furthermore, PLS-SEM was utilized to analyze the data. In the measurement model evaluation stage, convergent and discriminant validity, as well as construct reliability, were assessed. The R-square value, path coefficients, effect size, and bootstrapping were used to evaluate the structural model. Moderation testing was applied to determine whether perceived value weakens or strengthens the effects of accessibility, social media promotion, and brand equity on purchase decisions.

RESULTS AND DISCUSSION

Table 1. Descriptive Statistics

Construct	Mean	Elementary School	Min	Max
Accessibility (X1)	3,257	0.717	1,000	4,000
Brand Equity (X2)	3,107	0.779	1,000	4,000
Social Media Promotion (X3)	3,130	0.717	1,000	4,000
<i>Perceived Value (Z)</i>	3,219	0.721	1,000	4,000
Purchase Decision (Y)	3,224	0.717	1,000	4,000

OUTER MODEL TESTING

In Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis, *outer model* testing is conducted to evaluate model quality by examining the validity and reliability of indicators in contributing to the analyzed latent constructs (Dedi & Rianto Rahadi, 2023). This test is carried out to assess the feasibility of the research instrument, so that structural analysis can provide more accurate and trustworthy estimates of the relationships between variables.

Convergent Validity Test

Convergent validity testing aims to determine the consistency of each indicator used to represent latent constructs (Lim, 2024). *Loading factor values* and *Average Variance Extracted (AVE)* serve as determinants in this test. A loading factor value > 0.70 is the benchmark for meeting indicator validity. Meanwhile, values in the range of 0.50–0.60 are acceptable in exploratory studies. Convergent validity of a construct is also considered met if the AVE value is > 0.50 , meaning that more than 50% of the variance in each constituent indicator can be explained by the construct (Setiabudhi et al., 2024).

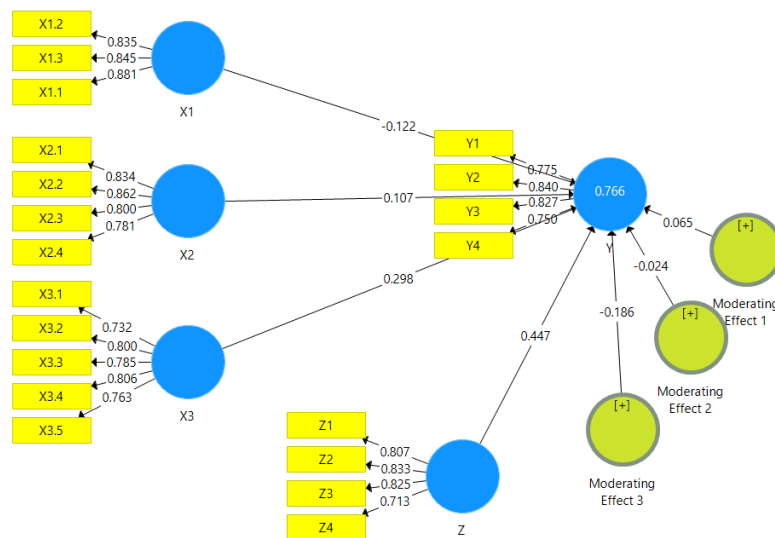
Table 2. Average Value Variance Extracted (AVE)

Average Variance Extracted (AVE)	
Accessibility (X1)	0.729
Brand Equity (X2)	0.672
Social Media Promotion (X3)	0.605
Moderating Effect 1	1,000
Moderating Effect 2	1,000
Moderating Effect 3	1,000
Perceived Value (Z)	0.633
Purchase Decision (Y)	0.638

Source: Processed data, SmartPLS 3

Based on Table 2, all constructs used in the research model have AVE values above the minimum threshold of 0.50. The AVE value for Accessibility (X1) is 0.729, Brand Equity (X2) is 0.672, Social Media Promotion (X3) is 0.605, Perceived Value (Z) is 0.633, and Purchase Decision (Y) is 0.638. These findings indicate that more than 50% of the variation in measurement indicators can be explained by each construct. Therefore, the indicators forming the latent variables have sufficient strength to represent the targeted constructs.

The AVE values for Moderating Effect 1, 2, and 3 are 1.000, indicating that these moderation constructs are formed by single indicators or interaction constructs capable of explaining all variance in their indicators. Based on the overall test findings, the obtained AVE values meet the requirements for convergent validity in PLS-SEM analysis. This shows that the constructs used have adequate and good validity, allowing for subsequent inner model (structural model) testing and hypothesis testing.

Figure 1. Loading Factor Values

Source: Processed data, SmartPLS 3

From the convergent validity test findings, loading factor values were obtained > 0.70 , ranging from 0.713 to 0.881 as shown in Figure 1. These figures indicate that each indicator has good ability to represent the construct it measures. Furthermore, all variables have AVE values > 0.50 , namely Accessibility (0.729), Brand Equity (0.672), Social Media Promotion (0.605), Perceived Value (0.633), and Purchase Decision (0.638).

These results show that the requirements for convergent validity have been met for all constructs, as evidenced by their ability to explain more than 50% of the variance in each indicator. This condition confirms that the outer model (measurement model) can be considered feasible and valid, allowing for further analysis.

Discriminant Validity Test

Discriminant validity testing aims to ensure differences in characteristics among constructs, so that each construct can be clearly identified. *Cross-loading* analysis and the *Fornell–Larcker* criterion are applied in this test. Discriminant validity is considered met when the correlation of an indicator with its measured construct exceeds its correlation with other constructs. Furthermore, fulfillment of discriminant validity according to the *Fornell–Larcker* criterion is indicated when the square root of the AVE for each construct is higher than its correlations with other constructs (Setiabudhi, 2025).

Table 3. Construct Reliability and Validity

Codes	Indicators	Outer loading	AVE
Accessibility (X1)	Ease of reaching the location	0.881	0.729
X1.1			
X1.2	Condition/quality of the road to the location	0.835	
X1.3	Distance and travel time to the location	0.845	
Brand Equity (X2)	Brand awareness	0.834	0.672
X2.1			
X2.2	Perceived quality	0.862	

X2.3	Brand association	0.800	
X2.4	Brand loyalty	0.781	
Social Media Promotion (X3)	Promotion quality	0.732	0.605
X3.1			
X3.2	Sales promotion	0.800	
X3.3	Product examples or displays	0.785	
X3.4	Giving gifts or giveaways	0.806	
X3.5	Product consultation or interaction	0.763	
Purchase Decision (Y)	Product purchasing habits	0.775	0.638
Y1			
Y2	Consistency in product	0.840	
Y3	Recommend to others	0.827	
Y4	Repurchase	0.750	
Perceived Value (Z)	Emotional value	0.807	0.633
Z1			
Z2	Social values	0.833	
Z3	Product quality/performance rating	0.825	
Z4	Price	0.713	

Source: Processed data, SmartPLS 3

Based on Table 3, convergent validity test findings show that AVE values exceed the minimum threshold of 0.50 for all constructs, namely Accessibility (0.729), Brand Equity (0.672), Purchase Decision (0.638), Perceived Value (0.633), and Social Media Promotion (0.605). These figures indicate that each construct is able to explain more than 50% of the variance present in its constituent indicators.

Table 4. Fornell-Larcker Criterion

	Mode rating Effect 1	Modera ting Effect 2	Modera ting Effect 3	Access ibility (X1)	Brand Equity (X2)	Purchas e Decisio n (Y)	Perceiv ed Value (Z)	Social Media Promot ion (X3)
Moderating Effect 1	1,000							
Moderating Effect 2	0,789	1,000						
Moderating Effect 3	0,839	0,829	1,000					
X1	-0,407	-0,577	-0,421	0,854				
X2	-0,543	-0,550	-0,645	0,379	0,820			
X3	-0,391	-0,636	-0,520	0,649	0,613	0,778		
Y	-0,503	-0,644	-0,655	0,381	0,719	0,738	0,799	
Z	-0,521	-0,662	-0,624	0,404	0,769	0,754	0,837	0,796

Source: Processed data, SmartPLS 3

Table 4 shows that the discriminant validity criteria have been met for all main research constructs based on discriminant validity test findings using the *Fornell–Larcker* criterion. This is indicated by the square root of AVE values for each construct—Brand Equity (0.820), Purchase Decision (0.799), Accessibility (0.854), Perceived Value (0.796), and Social Media Promotion (0.778)—being higher than their correlations with other constructs. These findings indicate differences in characteristics among each construct, so that each construct explains its own indicators better than other constructs.

Model Collinearity Test

Linearity testing functions to determine whether the relationship formed between dependent and independent variables follows a linear pattern. This test is important to identify the model's alignment with the pattern of relationships among the studied variables. If the significance value for *Linearity* is < 0.05 and *Deviation from Linearity* is > 0.05 , the relationship can be considered linear. This provision indicates that the relationship between variables follows a linear pattern without significant deviations (Setiabudhi, 2025).

Table 5. Collinearity Statistics (VIF) Results

VIF	
Accessibility (X1) * Perceived Value (Z)	1,000
Brand Equity (X2) * Perceived Value (Z)	1,000
Social Media Promotion (X3) * Perceived Value (Z)	1,000
X1.2	1,808
X1.3	1,741
X1.1	1,857
X2.1	1,928
X2.2	2,284
X2.3	1,942
X2.4	1,661
X3.1	1,730
X3.2	1,848
X3.3	1,877
X3.4	1,989
X3.5	1,605
Y1	1,690
Y2	2,116
Y3	1,961
Y4	1,467
Z1	1,689
Z2	1,903
Z3	1,861
Z4	1,391

Source: Processed data, SmartPLS 3

Table 5 presents Variance Inflation Factor (VIF) values. In PLS-SEM analysis, if VIF values are below the maximum standard of 5.00, there is no indication of multicollinearity. Test findings show VIF values ranging from 1.000 to 2.284 for all indicators, meaning these figures are within the specified threshold. The lowest VIF value is 1.000 for the moderation constructs, while the highest VIF value is 2.284 for indicator X1.1. Based on the test findings, the model used does not indicate multicollinearity.

This means that correlations formed among indicators and constructs remain at reasonable levels, allowing the model parameter estimation process to proceed.

Table 6. Inner VIF Values

Variable / Construct Predictor	Inner VIF (against Y)	Status Evaluation
Accessibility (X1)	2,124	Multicollinearity Free (< 5.0)
Brand Equity (X2)	3.011	Multicollinearity Free (< 5.0)
Social Media Promotion (X3)	3,782	Multicollinearity Free (< 5.0)
Perceived Value (Z)	4,191	Multicollinearity Free (< 5.0)
Moderating Effect 1 ($X1 \times Z$)	7,956	Experiencing Multicollinearity (High)
Moderating Effect 2 ($X2 \times Z$)	9,811	Experiencing Multicollinearity (High)
Moderating Effect 3 ($X3 \times Z$)	5,604	Experiencing Multicollinearity (High)

Multicollinearity evaluation shows that all main constructs—Accessibility (VIF = 2.124), Brand Equity (VIF = 3.011), Social Media Promotion (VIF = 3.782), and Perceived Value (VIF = 3.436)—have VIF values < 5.0, indicating no multicollinearity (Hair et al., 2019). VIF values > 5.0 for interaction constructs can occur due to *inherent multicollinearity* in the formation of moderation effects. Thus, the model still meets feasibility requirements for hypothesis testing through *path coefficients*.

Reliability Test

Reliability testing is conducted to determine how well indicators can measure constructs consistently. This test uses Composite Reliability and Cronbach's Alpha, with values > 0.70 indicating that the instrument meets good reliability requirements, resulting in consistent measurements (Setiabudhi et al., 2024).

Table 7. Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability
Accessibility (X1)	0.815	0.829	0.890
Brand Equity (X2)	0.838	0.845	0.891
Social Media Promotion (X3)	0.837	0.813	0.876
Moderating Effect 1	1,000	1,000	1,000
Moderating Effect 2	1,000	1,000	1,000
Moderating Effect 3	1,000	1,000	1,000
Perceived Value (Z)	0.806	0.811	0.873
Purchase Decision (Y)	0.810	0.843	0.884

Source: Processed data, SmartPLS 3

Table 7 shows that all constructs have met the reliability criteria. This is indicated by Composite Reliability values ranging from 0.873 to 1.000, rho_A values ranging from 0.811 to 1.000, and Cronbach's Alpha values ranging from 0.806 to 1.000. All reliability values exceed the recommended threshold of 0.70, indicating that each construct has good internal consistency and that the indicators reliably represent the variables measured in this study.

Composite Reliability, rho_A, and Cronbach's Alpha values of 1.000 were obtained for Moderating Effect 1, 2, and 3 variables, indicating perfect reliability because they are formed by single indicators or interaction constructs. Based on these findings, all study variables have met the determined reliability thresholds. Thus, the instrument can be categorized as consistent and has an adequate level of reliability to proceed with structural model testing and hypothesis analysis.

INNER MODEL TESTING

Inner model testing is conducted to identify relationships among latent variables forming the structural model. Several parameters are used in this evaluation, including R^2 (R-square) values of 0.25 (weak), 0.50 (moderate), and 0.75 (strong). Path coefficients are used to determine the direction of influence, and significant effects are indicated by $p\text{-value} < 0.05$ or $t\text{-statistic} > 1.96$ (Setiabudhi et al., 2024).

R-square (R^2) Test

R-square (R^2) testing determines the extent of the independent variables' contribution in explaining changes in the dependent variable. The criteria are 0.25 (weak), 0.50 (moderate), and 0.75 (strong).

Tabel 8. Hasil Uji Uji R-square (R^2)

	R Square	R Square Adjusted
Purchase Decision (Y)	0,766	0,749

Source: Processed data, SmartPLS 3

Table 8 presents findings from the R^2 (R-square) test, showing that the Purchase Decision (Y) variable has an R Square value of 0.766 and an R Square Adjusted value of 0.749. These figures indicate that the variables Accessibility (X1), Brand Equity (X2), Social Media Promotion (X3), Perceived Value (Z), and the moderation variables in the model can explain approximately 74.9% of the variation occurring in Purchase Decision. The remaining 25.1% is caused by several other factors not included in the research model and not part of this study's testing.

According to R-square assessment criteria, the value of 0,766. falls into the moderate-to-strong category, meaning the model provides a fairly good explanation of the Purchase Decision variable. Thus, the resulting structural model has the capacity to explain a large portion of the variation in consumer purchase decision behavior and is suitable for research hypothesis testing.

Path Coefficient Test

Structural model (*inner model*) testing using *path coefficients* aims to identify the direction and level of influence occurring among latent variables in the model. Hypothesis testing was carried out through a *bootstrapping* procedure with 5,000 *subsamples*. The *Bias-Corrected and Accelerated* (BCa) *Bootstrap* method with a 5% significance level ($\alpha = 0.05$) and the “*No Individual Sign Changes*” option for handling sign changes was used for *confidence interval* estimation. Hypothesis testing used a *two-tailed test*, where path coefficient values indicate the direction of the relationship (positive or negative), while the significance of relationships between variables is determined if $p\text{-value} < 0.05$ or $t\text{-statistic} > 1.96$.

Table 9. Path Coefficient Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Moderating Effect 1 -> Y	0,065	0,066	0,063	1,042	0,298
Moderating Effect 2 -> Y	-0,024	-0,007	0,085	0,287	0,774
Moderating Effect 3 -> Y	-0,186	-0,203	0,090	2,075	0,038
X1 -> Y	-0,122	-0,117	0,070	1,737	0,083
X2 -> Y	0,107	0,106	0,088	1,223	0,222
X3 -> Y	0,298	0,308	0,100	2,977	0,003
Z -> Y	0,447	0,439	0,096	4,655	0,000

Source: Processed data, SmartPLS 3

DISCUSSION

The Effect of Accessibility on Purchase Decision

Based on the test results, Accessibility has an Original Sample value of -0.122 , a T-statistic of 1.737 , and a p-value of 0.083 . Since the p-value is greater than 0.05 , the effect of Accessibility on Purchase Decision is not statistically significant. These results indicate that the ease of obtaining Kopi Metro has not yet become a primary consideration for consumers when making a purchase decision. From the perspective of the S-O-R framework, accessibility constitutes an external stimulus; however, such a stimulus does not always generate a purchase response when consumers do not engage in sufficiently strong internal evaluations. This condition is consistent with the characteristics of Kopi Metro as a mobile coffee business, as similar products are relatively easy to access, making accessibility less of a distinguishing factor. This finding is consistent with the results of [Pinki Silvia Lelet et al., \(2022\)](#) and [Rahmawati & Apriadi \(2025\)](#), showing that certain external factors do not always become significant determinants in purchase decisions. Thus, accessibility in the context of Metro Coffee functions more as a transaction-supporting factor than as a determining factor in purchase decisions.

The Effect of Brand Equity on Purchase Decision

The test results show that Brand Equity has an Original Sample value of 0.107 , a T-statistic of 1.223 , and a p-value of 0.222 . Since the p-value is greater than 0.05 , Brand Equity does not have a statistically significant effect on Purchase Decision. This finding indicates that a more favorable evaluation of the brand is not sufficiently strong to influence consumers' purchase decisions regarding Kopi Metro. From the perspective of the S-O-R framework, brand equity constitutes a stimulus that is processed through consumer evaluation before generating a response. However, the relatively simple characteristics of mobile coffee products, their affordable prices, and the wide range of alternative brands may lead consumers to place greater emphasis on product benefits and suitability than on brand strength. This result is consistent with [Pinki Silvia Lelet et al., \(2022\)](#), stating that purchase decisions are not significantly influenced by brand equity.

The Effect of Social Media Promotion on Purchase Decision

Social Media Promotion has an Original Sample value of 0.298 , a T-statistic of 2.977 , and a p-value of 0.003 . Since the p-value is less than 0.05 , Social Media Promotion has a statistically significant effect on Purchase Decision. These results indicate that increased effectiveness in delivering information, communication, and offers through social media is followed by a greater tendency for consumers to make purchase decisions. These findings support the S-O-R perspective that social media promotion is a stimulus capable of attracting attention and forming consumer behavioral responses. For Metro Coffee, which has mobile characteristics, social media also serves as an important means to convey information about products, locations, and promotions to consumers. These findings are consistent with [Asiah & Manap, \(2024\)](#) and [Stefannie & Rusdi, \(2024\)](#) indicating that promotion through social media influences purchase decisions.

Perceived Value Moderating the Effect of Accessibility on Purchase Decision

The test results show that Perceived Value has an Original Sample value of 0.447 , a T-statistic of 4.655 , and a p-value of 0.000 . Since the p-value is less than 0.05 , Perceived Value has a positive and statistically significant effect on Purchase Decision. However, Perceived Value is not proven to moderate the effect of Accessibility on Purchase Decision. Although Perceived Value has a significant direct effect on Purchase Decision, consumers' perceptions of value are not sufficient to alter the relationship between ease of access and Purchase Decision. From the perspective of the S-O-R framework, this condition indicates that value evaluation as an internal consumer process does not always strengthen the Accessibility stimulus in generating a purchase response. This finding is consistent with the studies by [Mardiyani & Martono, \(2024\)](#), [Baidoun & Salem, \(2024\)](#), and [Qiao et](#)

al.,(2022), which demonstrate the importance of Perceived Value in explaining purchasing behavior, although the strength of its role may vary depending on the context and the relationships among the variables.

Perceived Value Moderating the Effect of Brand Equity on Purchase Decision

The interaction between brand equity and perceived value It shows an Original Sample value of 0.065, a T-statistic of 1.042, and a p-value of 0.298. Since the p-value is greater than 0.05, the interaction effect is not statistically significant. These findings indicate that perceived value does not moderate the effect of brand equity on purchase decision. This means that the level of value perceived by consumers does not change the influence of brand equity in determining purchase decisions. From the S–O–R perspective, brand equity as a stimulus is not yet strong enough to generate purchase responses through the perceived value moderation mechanism. This can be related to Metro Coffee's characteristics facing many alternative coffee products with relatively similar features, so consumers consider actual benefits and product suitability more than the combination of brand strength and perceived value. These findings are consistent with studies by [Ertemel & Civelek, \(2020\)](#), [Qiao et al.,\(2022\)](#), and [Jaya & Arief, \(2024\)](#) , which show a relationship between brand equity, perceived value, and consumer responses in the purchase decision process.

Perceived Value Moderating the Effect of Social Media Promotion on Purchase Decision

Perceived Value moderates the effect of Social Media Promotion on Purchase Decision. The test results show a coefficient of $\beta = -0.186$, a t-value of 2.075, and a p-value of 0.038, indicating that the interaction between Social Media Promotion and Perceived Value has a statistically significant effect on Purchase Decision. Therefore, Perceived Value is proven to moderate the effect of Social Media Promotion on Purchase Decision. The negative interaction coefficient indicates that an increase in Perceived Value tends to weaken the effect of Social Media Promotion on Purchase Decision. This finding suggests that the effect of Social Media Promotion on Purchase Decision does not occur independently but is related to the level of value consumers perceive in the product. From the perspective of the S-O-R (Stimulus–Organism–Response) framework, Social Media Promotion functions as a stimulus that is processed through consumers' internal evaluation in the form of Perceived Value before generating a response in the form of a purchase decision. Empirically, these results demonstrate the moderating role of Perceived Value in the relationship between Social Media Promotion and Purchase Decision. This finding is consistent with the study by [Chen & Lin, \(2019\)](#), [Vidyanata, \(2022\)](#), and [Yap, \(2022\)](#) which show a relationship between social media marketing, perceived value, and consumer behavioral responses.

CONCLUSION

Based on the research findings on the purchase decisions of Kopi Metro consumers in Semarang City, it can be concluded that Accessibility and Brand Equity do not have statistically significant effects on Purchase Decision, with coefficients of -0.122 ($t = 1.737$; $p = 0.083$) and 0.107 ($t = 1.223$; $p = 0.222$), respectively. In contrast, Social Media Promotion has a positive and statistically significant effect on Purchase Decision ($\beta = 0.298$; $t = 2.977$; $p = 0.003$), and Perceived Value also has a positive and statistically significant effect ($\beta = 0.447$; $t = 4.655$; $p < 0.001$). In the moderation analysis, Perceived Value was not found to moderate the effects of Accessibility or Brand Equity on Purchase Decision; however, it was found to moderate the effect of Social Media Promotion on Purchase Decision ($\beta = -0.186$; $t = 2.075$; $p = 0.038$). The negative interaction coefficient indicates that an increase in Perceived Value tends to weaken the effect of Social Media Promotion on Purchase Decision. Therefore, Perceived Value serves both as a direct determinant and as a boundary condition in the relationship between Social Media Promotion and Purchase Decision. Overall, the research model has an $R^2 = 0.22$

value of 0.766, indicating that the variables included in the model explain 76.6% of the variance in Purchase Decision, while the remaining 23.4% is explained by other factors outside the research model.

SUGGESTIONS

Practical Suggestions

Metro Coffee needs to prioritize social media promotion and the enhancement of perceived value as main strategies to drive purchase decisions. Concretely, promotion can be carried out through regular content regarding locations and operating hours, stories or reels that display products attractively, time- and location-based promotions, and direct interaction through comments and messages. Improving perceived value can be achieved by maintaining consistency in quality and taste, providing product options that match consumer needs, offering bundling or loyalty programs, and ensuring prices are commensurate with the benefits received. Meanwhile, accessibility and brand equity still need to be maintained through strategic sales point selection and consistent brand identity, but they do not need to be the main priority since both are not proven to have significant effects on purchase decisions.

Theoretical Suggestion

Theoretically, future research is recommended to develop the research model by incorporating other variables that may explain consumers' purchase decisions in mobile coffee businesses, given that some variation in purchase decisions remains unexplained by the current model. The use of *perceived value* as a moderating variable should also be further examined across different business contexts, consumer characteristics, and product types to assess the consistency of its role as a boundary condition. In addition, future research can re-examine the position of perceived value within the S-O-R perspective, since study findings indicate that this variable has a direct effect but does not function as a moderator. Expansion of the object, region, and respondent characteristics is also needed to test the consistency of findings in different mobile coffee business contexts.

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