Digital Marketing Strategy and Implementation Of Digital Payment Systems as a Trigger On Customer Repurchase Intention: Case Study On Kopi Kenangan

Piter Hou[1], Irvan Rolyesh Situmorang[2]
Faculty of Business Management, Sekolah Tinggi Ilmu Ekonomi Eka Prasetya[1,2]
Medan, Sumatera Utara, 20212, Indonesia
Correspondence Email: piterhou122@gmail.com

ABSTRACT

This study aims to measure the influence of digital marketing strategies and the implementation of digital payment systems on customer repurchase intention for Kopi Kenangan in Medan Baru District, based on the issue of inconsistencies between online promotional promises and experiences at outlets that could potentially decrease customer loyalty. The research method applied is descriptive quantitative with a survey approach, involving 100 respondents selected through purposive sampling. The regression equation for Repurchase Intention = 1.933 + 0.252 Digital Marketing Strategy + 0.576 Digital Payment System + e indicates a positive influence from both variables. The research results show that digital marketing strategies and digital payment systems have a positive and significant impact on consumers repurchase intention. A coefficient of determination of 74% proves the contribution of the research variables to the repurchase intention. As a recommendation, Kopi Kenangan needs to align digital promotional content with service quality at the outlets, improve the stability and speed of the digital payment system verification, and provide employee training to ensure a consistent customer experience to strengthen loyalty and encourage repurchase.

Keywords: Digital Marketing Strategy, Digital Payment System, Kopi Kenangan, Medan Baru, Repurchase Intention

INTRODUCTION

The coffee industry in Indonesia has experienced rapid growth in recent years, driven by the increasing coffee consumption culture among urban communities (Ginting & Widiono, 2024). The number of coffee enthusiasts in Indonesia is undeniably growing, as there has been a significant increase in coffee lovers year after year (Ernantyo & Febry, 2022). Coffee has evolved from a simple drink into a lifestyle. With rising competition, coffee businesses must adopt innovative strategies to attract and retain customers. Digital marketing offers a personal and efficient way to reach wider audiences.

Coffee shops, often referred to as cafes or coffee shops, are a type of modern business that has experienced rapid growth in Indonesia (Atmodjo & Dewi, 2025). Kopi Kenangan, a fast-growing coffee brand in Medan, has boosted visibility through social media, influencer campaigns, and personalized content to build loyalty. The challenge is enhancing consumer satisfaction to ensure retention, making effective strategies vital for fast food operators (Kemarauwana et al., 2021).

Repeat purchase interest is the purchase interest based on past purchasing experiences. A high repeat purchase interest reflects a high level of consumer

satisfaction when deciding to adopt a product. The intention to repurchase refers to the purchasing transactions made by consumers for the same product more than once (Aryani et al., 2024). The decision to adopt or reject a product arises after consumers try the product and then develop a liking or disliking toward it (Fandiyanto & Kurniawan, 2019). Repurchase intention at Kopi Kenangan is driven by digital marketing and payment systems, both crucial for loyalty. The development of technology, information, and the internet has also extended to the business sector, where entrepreneurs take advantage of the internet to widely disseminate information about their products and services (Hasan et al., 2021). Consumer behavior driven by digital access pushes Kopi Kenangan to personalize services, while rising competition makes it harder to sustain customer preference.

Based on the results of a preliminary survey conducted on 30 respondents from Customers in Kopi Kenangan, 73% chose Kopi Kenangan for digital app access and 60% favored the grab-and-go concept, though 40% noted inconsistencies between online promotions and outlet experiences. While 55% were satisfied with taste and menu variety, 45% reported declining service quality, with 30% citing long waits and poor seating. Digital payments were used by 80%, but 25% faced technical issues and 15% raised security concerns. Repurchase intent was driven by ease of transactions and promotions (67%), while 33% hesitated due to service gaps. Overall, 58% were willing to recommend the brand, but others delayed due to inconsistent experiences.

Consumer buying interest at Kopi Kenangan Medan Baru is weakened by gaps between digital promotions and outlet reality, such as inconsistent service, limited menu, and mismatched flavors. Premium pricing without matching quality erodes trust, while poor management of marketing mix elements reduces loyalty. Digital marketing strategies, though vital for achieving business goals, also face challenges in execution (Riyadi & Muamar, 2024). Digital marketing strategy can also be defined as a series of plans aimed at achieving marketing and company objectives for the company's survival by optimizing the use of its resources (Barokah et al., 2020). Digital marketing is the process of transforming traditional marketing activities into digital forms with information and communication (Situmorang, 2025). The digital platform used for making reservations plays an important role in facilitating transactions quickly and efficiently (Firmansyah, 2020). However, consumers also complained about technical issues with the application, ranging from navigation difficulties to a non-intuitive ordering process. This resulted in negative reviews and formed a bad opinion that spread through e-WOM (Electronic Word-of-Mouth).

The gap between digital promotions and actual outlet experiences reduces consumer satisfaction and repurchase intention at Kopi Kenangan Medan Baru. To address this, management must evaluate marketing and operations, refine service concepts, improve digital ordering, and set more realistic pricing to ensure perceived value. Strengthening service quality and product consistency is essential to rebuild trust and loyalty, especially in a competitive F&B market where online reviews and customer experiences quickly shape purchasing decisions.

Digital marketing strategy is an activity that promotes a brand, product, or service using digital media (Tajudinnur et al., 2022). Online marketing media that has a creative and educational appearance and contains complete information about prices, promotions, and product quality as well as payment security has attracted consumer interest (Ruhiyat et al., 2023). Kopi Kenangan's digital marketing strategy leverages social media, big data, and AI to understand customer preferences and personalize campaigns for higher conversion and retention. In a competitive online market, unique approaches such as

interactive content, gamification, and community-based marketing are essential to engage audiences and reinforce brand positioning.

The main problem faced by Kopi Kenangan in Medan Baru district in its digital marketing strategy lies in the inconsistency between the promotional messages presented digitally and the consumer experiences on the ground. Despite strong brand awareness from social media, apps, and digital content, Kopi Kenangan faces a gap between consumer expectations and actual outlet experiences. Issues such as inconsistent menu presentation, promotional pricing, and service speed lead to disappointment and reduced trust, weakening repurchase intention. Suboptimal digital system integration further causes ordering errors and product availability inconsistencies. The technology information system that is not fully integrated between the digital platform and outlet operations causes the ordering process to be inefficient, leading consumers to experience various challenges such as duplicate orders or delays in information delivery (Budiharto & Andayani, 2022). Negative perceptions hurt repurchase intention, so Kopi Kenangan must refine digital marketing to match outlet reality. Here is the sales data for Kopi Kenangan Medan Baru for the years 2020 - 2024:
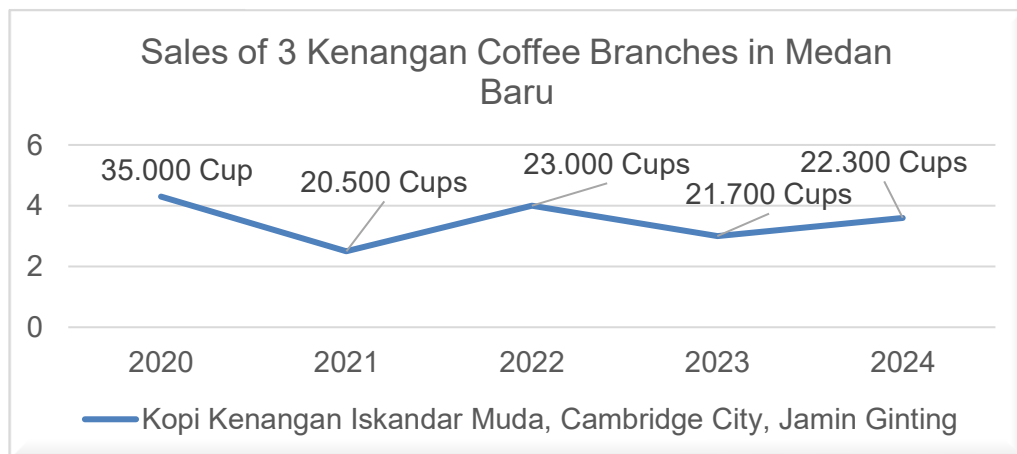

Figure 1. Sales Data of 3 Branches of Kopi Kenangan Medan Baru

At three Kopi Kenangan branches, negative reviews highlight poor service, inconsistent food and beverage quality, and weak management, with long preparation times especially in the mornings. Broader challenges include reliance on specialty coffee bean suppliers, intense industry competition, complex production processes, and inconsistent service across outlets. Fluctuating international coffee prices, difficulties in sustaining customer loyalty, and rising competition from new coffee shops further strengthen customer bargaining power over product choices and flavors (Amini et al., 2024).

Kopi Kenangan faces capital limitations that hinder branch expansion and recruitment of skilled labor. Other weaknesses include difficulty handling large orders quickly, low profitability in some outlets, and limited product innovation. Challenges in supply chain, risk, and financial management make the business vulnerable to economic shifts, while complex IT systems add risk. Additional issues involve slow complaint handling, weak online marketing, intense competition from global brands, sustainability and CSR concerns, strained supplier relations, and limited access to raw materials.

Digital payment is a payment based on technology (Tarantang et al., 2019). Digital payments transfer money as electronic data, unlike traditional cash or card transactions (Swastika, 2024). Digital payment systems are key to boosting consumer repurchase

intention, as conventional methods increasingly give way to more convenient and efficient digital options. Fintech firms further support businesses by offering services such as e-wallets, crowdfunding, and invoice financing to ease capital circulation (Situmorang & Pane, 2025). Kopi Kenangan simplifies payments through e-wallets, QR codes, and app-based transactions, while also accepting debit, credit, and QRIS. Customers benefit from cashback offers, partner vouchers via apps like Smart Point, and special promotions such as Shopee's 1 Rupiah deal under certain conditions.

At Kopi Kenangan Medan Baru, digital payment disruptions weaken repurchase intention. Instability in QRIS and invoicing systems often causes verification failures and delays, eroding consumer confidence. Security gaps and poor reconciliation create discrepancies between recorded and actual transactions, further undermining trust. Despite partnerships with digital solution providers, weak integration reduces efficiency. Improving system stability, data security, and verification speed is essential to restore trust, satisfaction, and loyalty in the digital era. Shifts in consumption show customers prefer fast, practical shopping. Digital payments support this by enabling cashless transactions, reducing barriers to repurchase. Convenience strongly influences repeat buying, but issues of data security and trust remain. Kopi Kenangan must ensure secure, reliable systems and partner with trusted fintech providers to build confidence. This study examines how digital marketing strategies and digital payment adoption affect consumer repurchase intention.

LITERATURE REVIEW

Repurchase Intention
Repurchase intention is the stage of respondents' tendency to act before the actual purchase decision is made (Amelia, 2017). Repurchase intention is the desire to buy back a product or service that has been previously purchased and is an important part of consumer attitudes in consuming a product (Putri et al., 2023). There are 3 indicators of repurchase intention, namely purchase frequency, customer commitment, and positive recommendation (Tae & Bessie, 2021).

Digital Marketing Strategy
Digital marketing strategy is the use of the internet and other interactive technologies to create and connect dialogue between identified companies and consumers (Tyasari & Patrikha, 2023). The marketing capability strategy is the ability to use inputs and resources, such as financial resources and loyalty, to generate customer capabilities and efficient marketing sales that are desirable (Prayogo et al., 2023). There are 4 indicators of digital marketing strategy, namely branding, completeness of information, website functionality, visual communication, and relevant advertising (Elsa Melani & Lingga Yuliana, 2024).

Digital Payment Systems
Digital payment systems are the transfer of a certain amount of money from the payer to the receiver based on technology with a digital process of money being stored, processed, and received in the form of digital information, and the transfer process is initiated through electronic payment instruments (Tarantang et al., 2019). Digital payment systems are decisions made regarding the payment methods that will be used in decision-making when purchasing and using products or services (Loo et al., 2024). There are 3 indicators of the digital payment system, namely the fastest service, shorter

time used, and the ability to be topped up anytime with available services (Susanti et al., 2020).
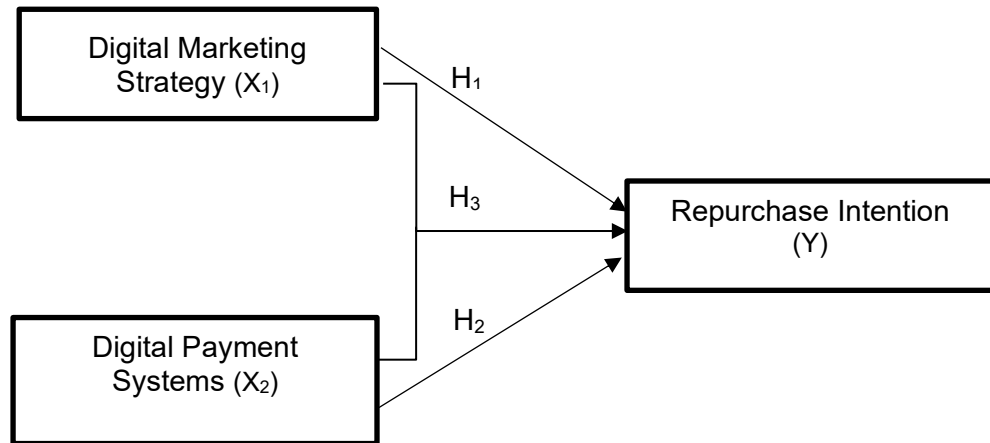

Figure 2. Theoretical Framework

The hypothesis of this research states that there is a suspected influence of digital marketing strategies on consumer repurchase intention (H1), an influence of digital payment systems on consumer repurchase intention (H2), as well as a simultaneous influence of digital marketing strategies and digital payment systems on consumer repurchase intention.

RESEARCH METHOD

This research uses a descriptive quantitative method at Kopi Kenangan in the Medan Baru District and this research was conducted by creating a questionnaire statement and distributing it to consumers as well as processing the data using SPSS (Statistical Product and Science Solution) application software. The population in this study consists of consumers of Kopi Kenangan in the Medan Baru District. Due to the unknown population size, the hair formula will be used, where the minimum sample size is 5 times and the maximum is 10 times the number of indicators. In the study, there are 10 indicators, the number of indicators used is: Minimum sample = number of indicators x 5 = 10 x 5 = 50 respondents, Maximum sample = number of indicators x 10 = 10 x 10 = 100 respondents. In this study, the researcher determined that the number of samples to be used is 100 respondents from consumers at Kopi Kenangan in Medan Baru District. This research uses purposive sampling technique, which is a sampling determination technique based on certain considerations (Sugiyono, 2022). In this purposive sampling, respondents are aged 18–45, have purchased at Kopi Kenangan Medan Baru, and hold at least a high school education. They must have engaged with Kopi Kenangan's social media promotions, accessed the app, and used digital payments (e.g., OVO, GoPay, Dana, LinkAja) with vouchers or promotions. Eligible respondents also need to have made at least two purchases in the past three months and express an intention to repurchase.

RESULTS

In this study conducted with a regression analysis model, where the regression analysis will process data with the help of SPSS version 25 with 100 respondents from customers of Kopi Kenangan in Medan Baru District.

Table 1. Validity test

Variable		r_{count}	r_{table}
Digital Marketing Strategy	X1.1	0.756	0.3610
	X1.2	0.781	0.3610
	X1.3	0.712	0.3610
	X1.4	0.731	0.3610
	X1.5	0.718	0.3610
	X1.6	0.707	0.3610
	X1.7	0.705	0.3610
	X1.8	0.732	0.3610
Digital Payment Systems	X2.1	0.741	0.3610
	X2.2	0.693	0.3610
	X2.3	0.734	0.3610
	X2.4	0.709	0.3610
	X2.5	0.682	0.3610
	X2.6	0.651	0.3610
Repurchase Intention	Y1	0.741	0.3610
	Y2	0.693	0.3610
	Y3	0.734	0.3610
	Y4	0.709	0.3610
	Y5	0.682	0.3610
	Y6	0.651	0.3610

The results of the validity test for the variable (X1) digital marketing strategy show that each r_{count} value > r_{table} 0.3610, thus it can be concluded that 8 items of the questionnaire statements for variable X1 are declared valid. For the variable (X2) digital payment systems, it shows that each r_{count} value > r_{table} 0.3610, thus it can be concluded that 6 items of the questionnaire statements for variable X2 are declared valid. The results of the validity test for the variable (Y) repurchase intention show that each r_{count} value > r_{table} 0.3610, thus it can be concluded that 6 items of the questionnaire statements for variable Y are declared valid.

Table 2. Realibility test

Variable	Cronbach's Alpha Grades	Conclusion
Digital Marketing Strategy	0.874	Reliable
Digital Payment Systems	0.793	Reliable
Repurchase Intention	0.793	Reliable

The reliability test table above shows that the Cronbach's Alpha values of Digital Marketing Strategy, Digital Payment System, and Repurchase Intention are all greater than 0.60, thus according to the standards, it can be concluded that all variables are reliable.
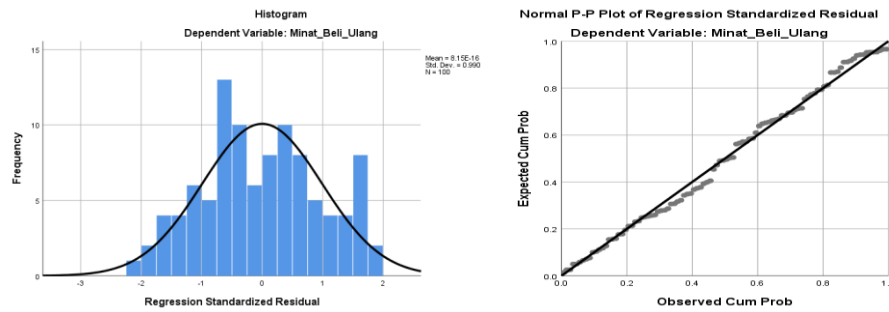
Figure 3. Normality Test Results
Source: Data processed,2025

The results of the histogram normality test indicate that the research data is normally distributed, as shown by the direction of the data line following the histogram line in the histogram normality test. The scatterplot above shows that the data points are around the diagonal line and follow the direction of the diagonal line, thus the regression model meets the normality assumption.

Table 3. Multicollinearity Test

Variable	Tolerance	VIF
Digital Marketing Strategy (X1)	.708	1.413
Digital Payment Systems (X2)	.708	1.413

Source of Processed Data 2025

Based on the table above, the correlation value for the Digital Marketing Strategy variable and the Digital Payment System has a tolerance value (0.708) > 0.1 and a VIF value (1.413) < 10, so it can be concluded that the Digital Marketing Strategy variable and the Digital Payment Systems do not have multicollinearity.

Table 4. Multiple Linear Regression Test

Model		Unstandarized Coefficients		Standarized Coefficients
		B	Std. Error	Beta
1	(Constant)	1.933	1.217	
	Digital Marketing Strategy	.252	.048	.322
	Digital Payment Systems	.576	.055	.642

Source of Processed Data 2025
Repurchase Intention = 1.933 + 0.252 Digital Marketing Strategy + 0.576 Digital Payment Systems + e

Based on this equation, it can be concluded that the constant 1.933 statistically means that if the Digital Marketing Strategy and Digital Payment Systems have a value of 0, then the Repurchase Intention remains at 1.933. The regression coefficient of the Digital Marketing Strategy variable is 0.252, indicating that for every increase of 1 unit in the Digital Marketing Strategy variable, the Repurchase Intention will increase by 0.252 units, and since its coefficient is positive, it can be concluded that the Digital Marketing Strategy has a positive effect on the Repurchase Intention. The regression coefficient of the Digital Payment Systems variable is 0.576, indicating that for every increase of 1 unit in the Digital Payment Systems variable, the Repurchase Intention will increase by 0.576 units, and since its coefficient is positive, it can be concluded that the Digital Payment Systems has a positive effect on the Repurchase Intention.

Table 5. t Test

Variabel	t	Sig
Digital Marketing Strategy	5.242	.000
Digital Payment Systems	10.442	.000

Source of Processed Data 2025

In the table above, Digital Marketing Strategy shows that the t_{count} of 5.242 > t_{table} of 1.9847 with a significance level of 0.000 < 0.05, thus it can be concluded that the Digital Marketing Strategy has a positive and significant partial effect on Repurchase Intention. Meanwhile, the Digital Payment Systems shows that the t_{count} of 10.442 > t_{table} of 1.9847 with a significance level of 0.000 < 0.05, hence it can be concluded that the Digital Payment Systems has a positive and significant partial effect on Repurchase Intention.

Table 6. F Test

Model		df	F	Sig.
1	Regression	2	138.250	.000[b]
	Residual	97		
	Total	99		

Source of Processed Data 2025

In the table above, it can be seen that the calculated F_{count} 138.250 > F_{table} 3.09 with a significance level of 0.000 < 0.05, thus it can be concluded that Digital Marketing Strategies and Digital Payment Systems have a simultaneous effect on Repurchase Intention.

Table 7. Coefficient of Determination

Model	R	R Square
1	.860[a]	.740

Source of Processed Data 2025

Based on the table above, it shows that the obtained R Square value is 0.740. This test result indicates that 74% of the Repurchase Intention is influenced by Digital Marketing Strategy and Digital Payment Systems. It can be concluded that the contribution of the research is that the digital marketing strategy and digital payment systems contribute 74% to customer repurchase intention. The remaining 26% is influenced by other factors such as service quality, price perception, and customer experience that have not been studied in this research.

DISCUSSION

Digital Marketing Strategy on Customer Repurchase Intention of Kopi Kenangan
Regression analysis shows that digital marketing strategies have a positive and significant impact on customer repurchase intention in Kopi Kenangan (t = 5.242, p < 0.001). This is consistent with Ernantyo & Febry (2022) who found digital promotions increase satisfaction and repurchase, and with Elsa Melani & Lingga Yuliana (2024) who highlight that branding, complete information, and personalized promotions can build trust and drive repurchase. Yet gaps between online promises and outlet reality risk loyalty, requiring consistent visuals, user content, and sharper segmentation.

Digital Payment Systems on Customer Repurchase Intention of Kopi Kenangan

The variable of the digital payment system has the highest coefficient in the regression model (t = 10.442, p < 0.001), Ease, speed, and security drive repurchase intention, with e-wallets and QRIS expected to deliver seamless payments. Yet verification failures and reconciliation issues erode trust, making stronger IT systems, payment provider collaboration, and transparent security essential for loyalty. This aligns with Firmansyah (2020) and Susanti et al. (2020), both showing that convenience, speed, and security of e-payments boost continued use.

Digital Marketing Strategy And Digital Payment Systems on Customer Repurchase Intention of Kopi Kenangan

The F test proves that digital marketing strategies and digital payment systems together explain 74% of repurchase intention (F = 138.250, p < 0.001, R² = 0.740). Online promotions drive repeat purchases only with smooth checkout. Integration across marketing, IT, and operations plus real-time monitoring and A/B testing ensures payment readiness, sustaining loyalty and repurchase. This complements Tajudinnur et al. (2022) and Ernantyo & Febry (2022), who note marketing generates interest but conversion depends on transactional ease.

CONCLUSION

Based on the research objective to measure the influence of digital marketing strategies and the implementation of digital payment systems on consumer repurchase intention in Kopi Kenangan, this study proves that both variables have a positive and significant effect both partially and simultaneously, contributing 74% explanation towards repurchase intention. Kopi Kenangan must ensure consistent digital promotions that match outlet experiences, from product quality to service speed. Strengthening digital payment integration with stable platforms and faster verification will reduce technical failures and build trust. Employee training is vital to maintain service consistency during peak hours, supporting the grab-and-go concept. Continuous monitoring of marketing and payment systems using feedback and metrics drives rapid improvements, strengthening loyalty and repurchase intention.

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