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The Effect of Digital Business Transformation, Sustainable Business Strategy, and Social Brand Value on Sustainable Purchase Decision: A Study of Kopi Kenangan Consumers in Medan City

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ABSTRACT

This study examines the effects of Digital Business Transformation, Sustainable Business Strategy, and Social Brand Value on Sustainable Purchase Decision among Kopi Kenangan consumers in Medan City. Employing a quantitative approach with an explanatory, cross-sectional survey design, the study collected primary data through an online questionnaire administered to respondents selected by purposive sampling. The main analysis included 170 eligible respondents, while a separate group of 30 respondents participated solely in preliminary instrument testing. The data were analyzed using multiple linear regression in IBM SPSS Statistics. The results indicate that Digital Business Transformation ($B = 0.441$, $p < 0.001$), Sustainable Business Strategy ($B = 0.388$, $p < 0.001$), and Social Brand Value ($B = 0.444$, $p < 0.001$) are each positively and significantly associated with Sustainable Purchase Decision. The regression model is statistically significant ($F(3, 166) = 112.134$, $p < 0.001$) and explains 67.0% of the variance in Sustainable Purchase Decision ($R^2 = 0.670$; adjusted $R^2 = 0.664$), leaving 33.0% unexplained by the model. These findings suggest that digital capabilities, sustainability-oriented business strategies, and consumers' perceptions of a brand's social value are relevant considerations in the purchasing decisions of the surveyed consumers. As the study relies on cross-sectional data and non-probability sampling, the results reflect associations within the sample rather than causal relationships. Practically, the study offers insights for coffee retail businesses seeking to integrate digital and sustainability strategies in order to foster sustainable consumer purchasing.

Keywords: *Digital Business Transformation, Sustainable Business Strategy, Social Brand Value, Sustainable Purchase Decision, Kopi Kenangan.*

INTRODUCTION

Digital transformation has changed the business environment by enabling organizations to integrate digital technologies into their operations, marketing activities, customer interactions, and value creation processes. Digital platforms, mobile applications, electronic payment systems, and data-driven services have changed how consumers interact with businesses and make purchasing decisions. Digital transformation involves not only adopting technology but also adapting business processes and strategies to create value and strengthen competitiveness (Verhoef et al., 2021; Kraus et al., 2022).

At the same time, environmental concerns and public awareness of responsible consumption have encouraged businesses to incorporate sustainability into their strategies. Sustainable business strategies integrate economic objectives with environmental protection and social responsibility. These strategies can help businesses

develop long-term value while responding to stakeholder expectations. Previous research has examined green marketing, sustainable marketing, and their relationships with customer perceptions and purchasing decisions (Gelderman et al., 2021; Maulidah et al., 2024; Tiwari et al., 2025). Consumer purchasing decisions are increasingly influenced by the social values embedded in a brand. When evaluating products, consumers may also consider the social, ethical, and environmental values associated with a brand, so that brand value can extend beyond functional benefits to include perceptions of corporate responsibility, ethical practices, transparency, and contributions to society. Research on green products and circular-economy marketing has highlighted the relevance of consumer values and perceived value in sustainable consumption (Confente et al., 2020). However, the importance of such values may vary across industries and consumer contexts.

The coffee retail industry provides a relevant context for examining these relationships. Digital ordering, electronic payments, and social media communication have become important components of the customer experience. In the coffee-shop context, Hidayat et al. (2025) examined social media marketing and electronic word of mouth in relation to purchasing decisions, with brand image as a mediating variable. Research has also investigated branding factors, including brand image, brand equity, and brand trust, in coffee purchase decisions (Ngiu & Aprileny, 2025). Studies focusing specifically on Kopi Kenangan have examined the role of digital marketing strategy in purchase decisions (Aprilianti et al., 2025), the effects of digital marketing strategy and digital payment systems on customer repurchase intention (Hou & Situmorang, 2025), and the influence of social media marketing, brand image, and brand awareness on purchase decisions, mediated by customer trust, among Kopi Kenangan consumers in Solo (Zakiy & Praswati, 2025). These studies confirm that digital channels are an important element of consumer behavior in the coffee industry. However, their outcome variables generally reflect conventional purchase decisions or repurchase intention, rather than purchasing decisions grounded in environmental, social, and ethical considerations.

Kopi Kenangan provides a context for examining consumer purchasing decisions in a digitally oriented coffee business. Digital transformation may support customer interactions and value creation, while sustainability-oriented business practices may shape consumer evaluations of a brand. Previous research has examined the relationship between sustainable marketing and purchasing decisions in a zero-waste retail context (Maulidah et al., 2024). In the Indonesian context, green branding has been linked to sustainable purchase behavior through consumer trust and reduced skepticism (Baharuddin et al., 2026), while green marketing strategies and perceived value have been associated with purchase decisions among local coffee consumers (Karimah et al., 2026). Nevertheless, evidence from other industries or locations cannot automatically be generalized to Kopi Kenangan consumers in Medan City.

Taken together, prior studies form two largely separate research streams. The first examines digital marketing, social media, and digital payment in relation to purchase decisions or repurchase intention, including studies of Kopi Kenangan consumers (Aprilianti et al., 2025; Hou & Situmorang, 2025; Zakiy & Praswati, 2025). The second examines green marketing, sustainable marketing, and green branding in relation to sustainable consumption (Gelderman et al., 2021; Maulidah et al., 2024; Baharuddin et al., 2026). Limited empirical evidence integrates a firm's digital capability, its sustainability-oriented strategy, and consumers' perceptions of the brand's social value within a single model. In addition, few studies use Sustainable Purchase Decision, rather than general purchase decision or repurchase intention, as the outcome variable in the context of a digitally oriented coffee retail chain. This study addresses this gap by examining Digital Business Transformation, Sustainable Business Strategy, and Social

Brand Value together in relation to Sustainable Purchase Decision among Kopi Kenangan consumers in Medan City.

Accordingly, this study examines the partial and simultaneous effects of Digital Business Transformation, Sustainable Business Strategy, and Social Brand Value on Sustainable Purchase Decision among Kopi Kenangan consumers in Medan City. By considering these variables together, this research aims to provide empirical evidence on consumer purchasing decisions in a digitally oriented coffee business and offer practical insights for business development and sustainability-related strategies.

LITERATURE REVIEW

Theoretical Foundation

1. Resource-Based View

The Resource-Based View explains that organizational resources and capabilities can contribute to competitive advantage when they create value and support strategic objectives. In this study, digital capabilities are considered relevant resources that may support business processes, customer interactions, and value creation. Digital transformation research emphasizes the importance of integrating technology with organizational processes and strategy (Verhoef et al., 2021; Kraus et al., 2022).

2. Stakeholder Theory

Stakeholder Theory emphasizes that businesses should consider the interests of stakeholders, including consumers, employees, communities, and the environment. Sustainable business strategies reflect this perspective by integrating economic objectives with social and environmental considerations. Research on green marketing and sustainable marketing provides a basis for examining how sustainability-related practices relate to customer perceptions and behavior (Gelderman et al., 2021; Maulidah et al., 2024).

3. Consumer Value Perspective

A consumer value perspective recognizes that purchasing decisions may involve functional benefits as well as perceived social, ethical, and environmental value. Consumers may consider whether a brand's values align with their expectations and concerns. Research on green self-identity and perceived value provides a relevant basis for examining sustainable consumption (Confente et al., 2020).

Digital Business Transformation

Digital Business Transformation refers to the integration of digital technologies into business processes and customer interactions to support efficiency, innovation, and value creation. In a coffee retail context, digital capabilities may include digital ordering, electronic payments, online communication, and other technology-supported services. These capabilities may make purchasing more convenient and improve the customer experience. Therefore, Digital Business Transformation is expected to have a positive effect on Sustainable Purchase Decision (Verhoef et al. 2021 ; Kraus et al. 2022 ; Kumar et al. 2025).

Sustainable Business Strategy

Sustainable Business Strategy refers to the integration of economic, environmental, and social considerations into business planning and decision-making. A sustainability-oriented strategy may include responsible business practices, environmental initiatives, ethical conduct, and long-term value creation. Such practices may influence consumers'

evaluations of a business and their willingness to support its products. Previous studies on green marketing and sustainable marketing provide relevant context for examining this relationship (Gelderman et al. 2021 ; Maulidah et al. 2024).

Social Brand Value

Social Brand Value refers to consumers' perceptions of the social, ethical, and environmental values associated with a brand. These perceptions may relate to corporate social responsibility, transparency, ethical reputation, and contributions to the community. Consumers may consider these values alongside product quality, price, and convenience. However, the relationship between perceived brand values and purchasing decisions may depend on consumers' awareness and evaluations of a brand's practices (Confente et al. 2020).

Sustainable Purchase Decision

Sustainable Purchase Decision is a consumer's decision to purchase a product by considering environmental, social, and ethical aspects in addition to functional benefits. This decision can be reflected through a preference for sustainable products, willingness to support sustainable brands, environmentally responsible purchases, purchase consistency, and consideration of future purchases (Rosdawati Br Tarigan et al. 2023 ; Abdu & Mutuku 2021 ; Nguyen et al. 2026).

Conceptual Framework

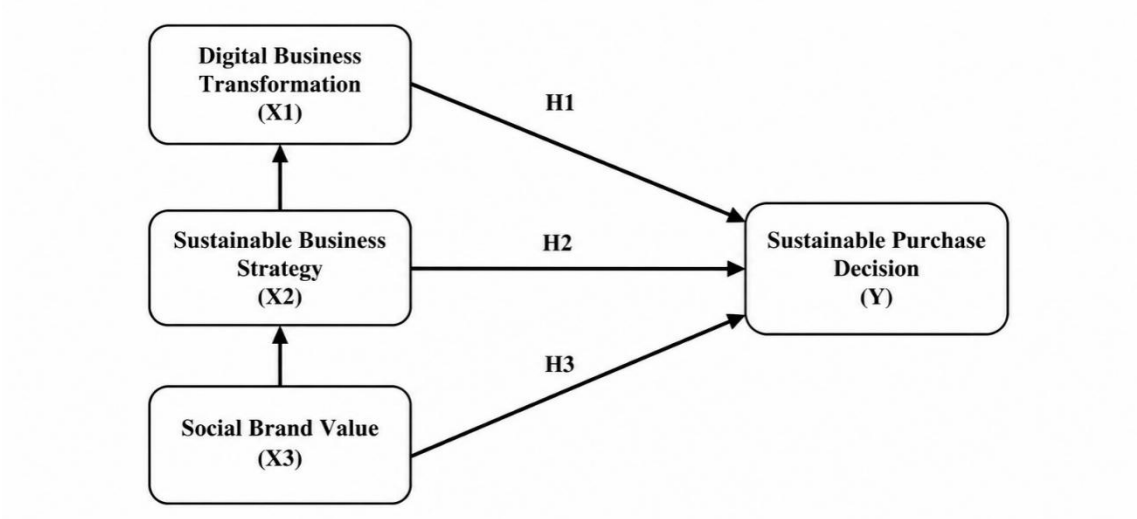


Figure 1. Conceptual Framework

This study proposes that Digital Business Transformation, Sustainable Business Strategy, and Social Brand Value are independent variables that affect Sustainable Purchase Decision. Digital transformation may support convenience and customer interactions; sustainable business strategy may reflect the integration of environmental and social responsibility into business practices; and social brand value may shape consumers' perceptions of a brand's broader contribution to society.

Research Hypotheses

H1: Digital Business Transformation has a positive and significant effect on Sustainable Purchase Decision among Kopi Kenangan consumers in Medan City.
H2: Sustainable Business Strategy has a positive and significant effect on Sustainable Purchase Decision among Kopi Kenangan consumers in Medan City.
H3: Social Brand Value has a positive and significant effect on Sustainable Purchase Decision among Kopi Kenangan consumers in Medan City.

H4: Digital Business Transformation, Sustainable Business Strategy, and Social Brand Value simultaneously have a significant effect on Sustainable Purchase Decision among Kopi Kenangan consumers in Medan City.

RESEARCH METHOD

Research Design

This study employed a quantitative approach with an explanatory research design to examine the effects of Digital Business Transformation, Sustainable Business Strategy, and Social Brand Value on Sustainable Purchase Decision among Kopi Kenangan consumers in Medan City. Primary data were collected through a structured questionnaire using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Secondary data from scientific journal articles and other relevant academic publications were used to support the theoretical framework and interpretation of the findings. The study used a cross-sectional survey design, with data collected at one point in time.

Population and Sampling

The target population consisted of consumers who had purchased Kopi Kenangan products in Medan City. Because the population size was unknown and no sampling frame was available, a non-probability purposive sampling technique was applied; consequently, members of the population did not have an equal probability of being selected. Respondents were recruited through an online questionnaire distributed via Google Forms. Eligibility was assessed using screening questions at the beginning of the questionnaire, based on the following criteria: (1) aged 17 years or older, (2) residing in Medan City, and (3) having purchased Kopi Kenangan products. Only respondents who met all three criteria were included in the analysis.

The minimum sample size was determined using the guideline proposed by Hair et al. (2019), which recommends five to ten respondents per indicator. As the questionnaire measured 20 indicators (five indicators for each of the four variables; see Table 1), the recommended sample size ranged from 100 (20 × 5) to 200 (20 × 10) respondents. The 170 respondents included in the main analysis therefore fall within this range and exceed the minimum requirement. In addition, a separate group of 30 respondents participated only in preliminary instrument testing and was not included in the main analysis; in total, 200 respondents completed the questionnaire.

Variable Measurement

The independent variables were Digital Business Transformation (X1), Sustainable Business Strategy (X2), and Social Brand Value (X3), while the dependent variable was Sustainable Purchase Decision (Y). Each variable was measured using five indicators, resulting in 20 indicators in total (Table 1). These indicators were operationalized into 51 questionnaire statements rated on a five-point Likert scale. The indicators were adapted from prior studies and adjusted to the context of Kopi Kenangan consumers: Digital Business Transformation from Verhoef et al. (2021) and Kraus et al. (2022); Sustainable Business Strategy from Gelderman et al. (2021) and Maulidah et al. (2024); Social Brand Value from Confente et al. (2020) and Soliman and Bahareth (2023); and Sustainable Purchase Decision from Abdu and Mutuku (2021), Wang et al. (2023), and Nguyen et al. (2026). Consistent with its conceptual definition, Sustainable Purchase Decision measures purchasing decisions based on environmental, social, and ethical considerations, not merely repeat purchasing. Accordingly, the indicators of purchase consistency and future purchase intention were framed as continuing to purchase, or intending to purchase, Kopi Kenangan products because of the brand's sustainability-related practices. The score for each variable was calculated as the total (sum) of its item responses and used in the regression analysis.

Table 1.
Operational Definition of Variables and Indicators of Research

Variabe	Operationa Definition	Indicators
Digita Business Transformation (X1)	Integration of digita technoogy into business operations and customer interactions.	Digita technoogy adoption; digita customer experience; digita service quaity, digita innovation; digita interaction.
Sustainabe Business Strategy (X2)	Integration of economic, environmenta, and socia sustainabiity into business strategy.	Environmenta responsibiity, socia responsibiity, ethica business practices, sustainabe innovation, ong-term vaue creation
Socia Brand Vaue (X3)	Consumers' perceptions of a brand's socia, ethica, and environmenta vaues associated with a brand.	Corporate socia responsibiity; ethica reputation, transparency, community contribution, consumer trust
Sustainabe Purchase Decision (Y)	Consumers' decision to purchase a product takes into account environmenta, socia, and ethica aspects in addition to functiona benefits.	Preference for sustainabe products, wiingness to support sustainabe brands, environmentay responsibe purchases, purchase consistency, future purchase intent

Data Coection
Primary data were coected through an onine questionnaire distributed using Googe Forms to eigibe Kopi Kenangan consumers in Medan City. The questionnaire incuded respondent demographic information and statements measuring the four research variabes. Secondary data were obtained from reevant academic pubications to support the theoretica framework, operationa definitions, and discussion of the findings.

Instrument Vaidity and Reiabiity
Instrument vaidity was assessed using the Pearson Product-Moment correation between each item score and the tota score of its corresponding variabe. An item was considered vaid when its correation coefficient (r-count) exceeded the r-tabe vaue of 0.361 (n = 30, df = 28, α = 0.05, two-taied). Reiabiity was assessed using Cronbach's Apha to examine interna consistency, with a coefficient above 0.70 considered acceptabe. The preiminary test invoved 30 respondents, who were separate from the main sampe, and 51 questionnaire items.

Data Anaysis
The data were anayzed using IBM SPSS Statistics. The anaysis incuded instrument testing, cassica assumption tests, and mutipe inear regression. The cassica assumption tests considered normaity, muticoinearity, and heteroscedasticity. Partia t-tests were used to assess the individua effects of the independent variabes on Sustainabe Purchase Decision, whie the F-test assessed the overa regression mode. The coefficient of determination (R^2) was used to examine the proportion of variation in the dependent variabe expained by the independent variabes. Statistica significance was evauated at the 0.05 eve.

RESUTS

Vaidity and Reiabiity Test

The research instrument was tested using data from 30 respondents who were not incuded in the main anaysis. A 51 items produced r-count vaues greater than the r-tabe vaue of 0.361 (df = 28, α = 0.05) and were therefore decared vaid. The reiabiity test produced a Cronbach's Apha coefficient of 0.994 for the 51 items, exceeding the 0.70 threshod and indicating very high interna consistency. Such a high coefficient may aso indicate some redundancy among items with simiar wording, which is acknowedged as a imitation of the instrument.

Normaity Test

Residua normaity was assessed using the One-Sampe Komogorov–Smirnov test on the unstandardized residuas, supported by graphica inspection. The test produced an Asymp. Sig. (2-taied) vaue of 0.200, which exceeds 0.05, indicating that the residuas did not deviate significanty from a norma distribution. Graphicay, the histogram of the standardized residuas was approximatey be-shaped, and the points in the norma P–P pot generay foowed the diagona ine (Figure 2). These pots showed no obvious major departure from residua normaity.

Muticoinearity Test

The muticoinearity test showed that Digita Business Transformation had a toerance vaue of 0.720 and a VIF vaue of 1.388. Sustainabe Business Strategy had a toerance vaue of 0.569 and a VIF vaue of 1.759, whie Socia Brand Vaue had a toerance vaue of 0.650 and a VIF vaue of 1.539. A toerance vaues exceeded 0.10, and a VIF vaues were beow 10. These resuts indicate that the regression mode did not exhibit probematic muticoinearity among the independent variabes.

Heteroscedasticity Test

Heteroscedasticity was assessed using the Gejser test, in which the absoute vaues of the residuas were regressed on the three independent variabes. The scatterpot of standardized predicted vaues (ZPRED) against studentized residuas (SRESID) aso showed points scattered randomy above and beow zero without a cear pattern. These resuts indicate that the regression mode did not exhibit heteroscedasticity. Together with the normaity and muticoinearity resuts, the mode therefore met the cassica assumptions required for mutipe inear regression.

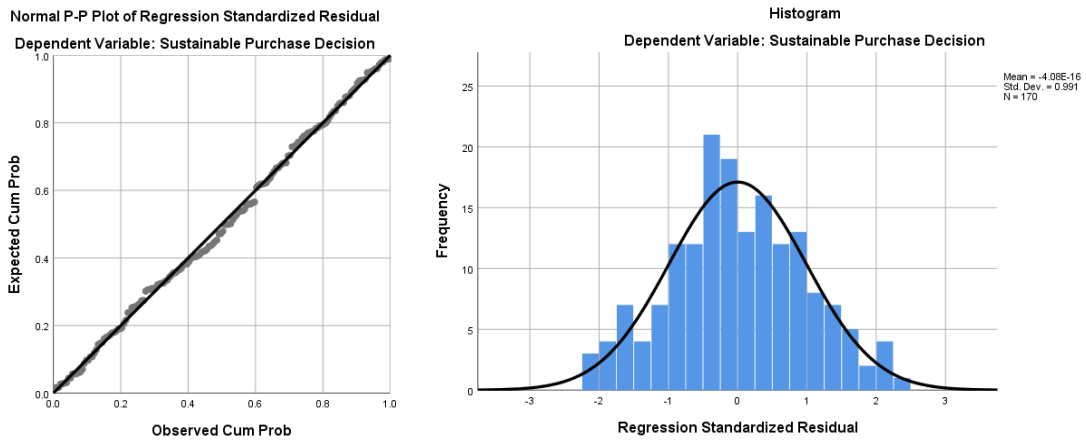


Figure 2. Histogram and Norma P-P Pot of Regression Residuas

Tabe 2.
Muticoinearity Test, Mutipe inear Regression Test, & t Test

Mode		Unstandardized Coefficients	t	Sig	Coinearity Statistics	
		B			Toerance	VIF
1	(Constant)	- .974		.712		
	X1	.441	6.282	.001	.720	1.388
	X2	.388	5.402	.001	.569	1.759
	X3	.444	6.394	.001	.650	1.539

Based on Tabe 2, a independent variabes had toerance vaues greater than 0.10 and VIF vaues beow 10, indicating no muticoinearity probems. The estimated mutipe inear regression equation is: Y = −0.974 + 0.441X1 + 0.388X2 + 0.444X3. Hoding the other variabes constant, a one-unit increase in Digita Business Transformation, Sustainabe Business Strategy, and Socia Brand Vaue was associated with increases in Sustainabe Purchase Decision of 0.441, 0.388, and 0.444 units, respectivey. The t-test resuts showed that a three independent variabes had positive and statisticay significant reationships with Sustainabe Purchase Decision ($p < 0.001$); therefore, H1, H2, and H3 were supported. The constant was not statisticay significant ($p = 0.712$). Because Tabe 2 reports unstandardized coefficients, which depend on the measurement scae of each variabe, these coefficients are not used to compare the reative strength of the predictors.

F Test
The resuts of the simutaneous test (ANOVA) are presented in Tabe 3. The regression mode, estimated using 170 observations and three predictors, produced an F-vaue of 112.134 with 3 and 166 degrees of freedom ($F(3, 166) = 112.134$, $p < 0.001$). Since the significance vaue was beow 0.05, the regression mode was statisticay significant. This indicates that Digita Business Transformation, Sustainabe Business Strategy, and Socia Brand Vaue jointy had a significant reationship with Sustainabe Purchase Decision. Therefore, H4 was supported.

Tabe 3.
Simutaneous Test (F) and Mode Summary

N	df1	df2	F	Sig.	R^2	Adjusted R^2
170	3	166	112.134	< 0.001	0.670	0.664

Note: Dependent variabe = Sustainabe Purchase Decision; predictors = Digita Business Transformation, Sustainabe Business Strategy, and Socia Brand Vaue.
Source: SPSS output processed by the authors.

Coefficient of Determination
As shown in Tabe 3, the coefficient of determination (R^2) was 0.670, whie the adjusted R^2 was 0.664. This indicates that Digita Business Transformation, Sustainabe Business Strategy, and Socia Brand Vaue coectivey expained 67.0% of the variation in Sustainabe Purchase Decision. The sma difference between R^2 and adjusted R^2 indicates that the expanatory power of the mode remained stabe after adjusting for the number of predictors. The remaining 33.0% of the variation was not expained by the mode and may reate to factors outside the scope of this study.

DISCUSSION

The resuts showed that Digita Business Transformation had a positive and significant effect on Sustainabe Purchase Decision among Kopi Kenangan consumers in Medan

City. This suggests that digita technoogy and digita customer services may be reevant to consumers' purchasing decisions. This finding is consistent with (Verhoef et a., 2021; Kraus et a., 2022), who discussed the roe of digita transformation in business processes, customer interactions, and vaue creation.

Sustainabe Business Strategy aso had a positive and significant effect on Sustainabe Purchase Decision. This indicates that sustainabiity-oriented business practices may infuence how consumers evauate a brand and make purchasing decisions. This resut is consistent with research by (Gederman et a., 2021; Mauidah et a., 2024), which examined sustainabiity-reated marketing practices and consumer responses. In the context of Kopi Kenangan, sustainabiity strategies may be reevant to consumers' perceptions of responsibe business practices.

Furthermore, Socia Brand Vaue had a positive and significant effect on Sustainabe Purchase Decision. This finding suggests that consumers' perceptions of a brand's socia, ethica, and environmenta vaues are associated with their purchasing decisions. This interpretation is consistent with (Confente et a., 2020), who examined the roe of green sef-identity and perceived vaue in marketing sustainabe products. However, the present study does not estabish which specific aspects of Socia Brand Vaue most infuence consumers.

The simutaneous test showed that Digita Business Transformation, Sustainabe Business Strategy, and Socia Brand Vaue jointy had a significant effect on Sustainabe Purchase Decision. The coefficient of determination ($R^2 = 0.670$) indicated that the mode expained 67.0% of the variation in Sustainabe Purchase Decision, whie the remaining 33.0% was unexpained by the mode. These findings highight the reevance of examining digita and sustainabiity-reated factors together when studying consumer purchasing decisions in the coffee retai sector.

Nevertheess, this study focused on Kopi Kenangan consumers in Medan City and used purposive samping. Therefore, the findings shoud be interpreted within the context of the surveyed respondents and shoud not automaticay be generaized to a coffee consumers. Future research coud examine additiona variabes and other ocations to provide a broader understanding of sustainabe purchasing decisions.

CONCUSION

Among the surveyed Kopi Kenangan consumers in Medan City, Digita Business Transformation, Sustainabe Business Strategy, and Socia Brand Vaue were positivey and significanty associated with Sustainabe Purchase Decision; thus, H1, H2, and H3 were supported. The overa regression mode was statisticay significant, supporting H4, and expained 67.0% of the variation in Sustainabe Purchase Decision, eaving 33.0% unexpained by the mode. Because the study used a cross-sectiona design and purposive samping, these findings describe associations within the surveyed sampe and do not estabish causation, nor can they be generaized automaticay to a coffee consumers. Future research is recommended to incude additiona variabes, appy probabiity-based samping where a samping frame is avaiabe, and extend the anaysis to other ocations.

RECOMMENDATION

Kopi Kenangan is recommended to improve its digita services, strengthen sustainabiity-oriented business strategies, and enhance its socia brand vaue to encourage sustainabe purchasing decisions. Future researchers are encouraged to incude additiona variabes and expand the research area to obtain more comprehensive findings.

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