

Local Identity, Global Vision: Sustainable Branding Strategies for Coffee Production in Indonesian Agropolitan Region

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Received: November 24, 2025

Revised: December 24, 2025

Accepted: January 22, 2026

Abstract

Indonesian coffee products face increasingly intense competition in both domestic and international markets, making sustainable branding a strategic requirement for agropolitan regions with strong local identities. This study analyzes the priority factors that influence purchasing decisions for Kapiten Coffee in Pasuruan Regency and formulates a sustainable brand image strategy based on local identity, consumer value, and digital market visibility. The research employed a mixed-method design by combining field observation, consumer-oriented survey indicators, semi-structured stakeholder input, and the Analytical Hierarchy Process (AHP). The criteria examined were product quality, promotion, price, and brand image, while the sub-criteria reflected performance, features, conformity, durability, reliability, service, aesthetics, perceived quality, advertising, social media exposure, discounts, sampling, souvenirs, price affordability, price-quality fairness, price-benefit fairness, competitive price, brand association, consumer experience, perceived product quality, uniqueness, brand personality, and lifestyle congruence. The AHP results show that promotion was the strongest priority criterion (0.2978; 30%), followed by product quality (0.27577; 28%), price (0.2158; 22%), and brand image (0.2107; 21%). At the global indicator level, advertising and promotional visibility achieved the highest weighted score (0.132), followed by product performance (0.088), brand association (0.082), social media exposure (0.073), and price-quality fairness (0.064). These findings indicate that Kapiten Coffee requires an integrated strategy that uses promotion as an entry point for brand awareness while strengthening product consistency, locally rooted storytelling, experiential marketing, and sustainable value communication. The study contributes to agropolitan coffee marketing by demonstrating how AHP-based prioritization can transform fragmented promotional activities into a structured sustainable branding roadmap for local coffee competitiveness.

Keywords: AHP; Brand Image; Digital Promotion; Kapiten Coffee; Sustainable Branding

INTRODUCTION

The Indonesian agricultural industry continues to face substantial challenges in the global market, particularly within non-food subsectors such as horticulture, fisheries, livestock, and plantation commodities. Many agricultural products still exhibit relatively low competitiveness compared to similar commodities produced by other ASEAN countries (Barreto Peixoto et al., 2023). As global competition intensifies, agricultural actors who are unprepared face an increasingly significant threat to their market position and economic resilience (Ardana, 2019). In response, strengthening the plantation subsector has become a critical priority, as it plays a strategic role in enhancing productivity, efficiency, and competitiveness across the broader agricultural system. According to the Directorate General of Plantation Production Development, the long-term goal of this development agenda is to achieve sustainable and equitable welfare for farmers, bolster food security, and promote commodity-based agribusiness (Ashardiono & Trihartono, 2024).

Within this dynamic landscape, coffee stands out as one of the most economically significant plantation commodities. In addition to being one of the world's most widely consumed beverages, coffee constitutes a vital source of income for millions of farmers, contributes substantially to Indonesia's foreign exchange earnings, and supports a wide range of industrial and employment activities (Alamri et al., [2022](#)). Historically, Indonesia has ranked as the world's fourth-largest coffee producer behind Vietnam, Brazil, and Colombia since 1984 (Aslam et al., [2025](#)). Despite this impressive production capacity, Indonesian coffee has struggled to attain competitive superiority due to persistent issues related to quality, post-harvest handling, and the predominance of exports in unprocessed or minimally processed form. Past studies reveal that these challenges reduce Indonesia's export value compared to other major producers, even though the country possesses extensive coffee-growing areas and diverse high-quality varieties (Zwicker et al., [2024](#)).

More recently, environmental degradation and climate change have exerted additional pressures on coffee production, particularly among smallholder farmers (Zeng et al., [2018](#)). Without significant adaptation measures, Indonesia is projected to face a drastic decline in export capacity, potentially ceasing to be a coffee-exporting nation by 2035 (Yusuf et al., [2022](#)). Agroforestry has been highlighted as a key adaptation strategy capable of improving profitability while simultaneously protecting biodiversity, reducing soil erosion, supporting nutrient cycling, and enhancing water quality (Wibisono et al., [2025](#)). These environmental benefits underscore the importance of sustainable agricultural systems in safeguarding the livelihoods of coffee farmers amid global climate uncertainties (Z. R. Liu & Cui, [2024](#)).

Despite these challenges, Indonesian agropolitan regions possess tremendous potential for developing high-value agricultural products rooted in distinctive local characteristics (Wibisono et al., [2025](#)). Coffee-producing regions across the archipelago exhibit unique agroecological conditions ranging from elevation and soil composition to climate and local farming traditions that result in distinct flavor profiles and cultural identities (Suhandy et al., [2025](#)). Recognition of this uniqueness is evident through the awarding of Geographical Indications (GI) to several Indonesian coffee varieties, affirming their authenticity and elevating their branding value in both domestic and global markets.

This context highlights the increasing relevance of local identity as a strategic asset. In agropolitan regions, local identity is not merely a reflection of geographical origin but a core differentiator that encompasses cultural heritage, traditional processing methods, community-based farming systems, and environmental stewardship (Soares & Petrus, [2025](#)). When effectively communicated, these attributes shape consumer perceptions, enhance brand authenticity, and strengthen market positioning. In an era where global consumers increasingly demand products that are traceable, sustainable, and ethically produced, local identity becomes a powerful foundation for achieving what may be described as a global vision for coffee farmers (Wan & Nakayama, [2025](#)).

The integration of sustainability within branding practices represents a crucial opportunity for Indonesian coffee farmers. Sustainable branding goes beyond promoting the product; it integrates ecological responsibility, social impact, and long-term economic viability into the brand's core identity (Posgraduate Program of Universitas Brawijaya Malang, Veteran Street, Ketawanggede, Lowokwaru, Malang City, East Java, 65145 & Yusuf, [2022](#)). Initiatives such as environmentally friendly packaging including the adoption of biodegradable bioplastic materials illustrate efforts to align coffee products with global sustainability standards. Such

innovations help farmers and producer groups signal their commitment to environmental conservation, making their products more attractive to environmentally conscious consumers (Yang & Yuan, [2025](#))

Nevertheless, Indonesia's coffee sector must overcome several structural constraints to fully capitalize on these opportunities. For example, Indonesia's revealed comparative advantage (RCA) score in the ASEAN-5 market remains considerably lower than that of Vietnam, suggesting significant room for improvement in competitiveness. While Indonesia's RCA stands at approximately 10.16, Vietnam's reaches 53.44, illustrating a major competitive gap (Salmayenti et al., [2022](#)). This disparity highlights the need for Indonesian coffee producers to embrace strategies that enhance not only production capacity but also value creation through branding, quality assurance, and sustainable product differentiation (Putro et al., [2026](#)).

Local governments and community organizations in several Indonesian regions have initiated branding efforts to help coffee farmers enter broader markets (Prakash et al., [2018](#)). Through coordinated campaigns, improved quality standards, the establishment of farmer associations, and participation in national and international exhibitions, these initiatives aim to elevate the visibility of locally produced coffee (Parmawati et al., [2021](#)). However, many branding efforts remain fragmented, lack strategic direction, or have not yet reached recognition at national or global levels. This gap underscores the necessity for comprehensive and sustainable branding strategies that align with the aspirations of coffee farmers to gain stronger footholds in competitive markets.

Coffee has long been an integral part of Indonesian agricultural identity, dating back to its introduction during the era of the Dutch East India Company in 1699. Today, Indonesia is globally renowned for its specialty coffee varieties such as Gayo, Toraja, Wamena, and Kintamani (Ashardiono & Trihartono, [2024](#)). These products demonstrate the potential of local identity to become a strong international branding tool. Despite the global success of some regional coffees, many other regions have yet to leverage their unique characteristics effectively (Khaliqi et al., [2021](#)). This situation reflects a broader need to strengthen the branding strategies of coffee farmers through the integration of sustainability, quality differentiation, and cultural narratives.

In this context, sustainable branding strategies that leverage local identity while pursuing global market opportunities are essential for the future of Indonesian coffee farmers, especially those located in agropolitan regions (Suhandy et al., [2023](#)). These strategies have the potential to foster long-term economic resilience, enhance competitiveness, and ensure the sustainability of agricultural landscapes. By integrating local wisdom, ecological stewardship, modern marketing, and global-oriented branding, coffee farmers can create a compelling value proposition that appeals to both domestic and international consumers (Herawati et al., [2024](#)).

Therefore, understanding and developing sustainable branding strategies rooted in local identity yet oriented toward global market aspirations becomes critical for strengthening Indonesia's position within the international coffee industry. Such an approach not only contributes to improved livelihood outcomes for farmers but also reinforces the role of agropolitan regions as significant contributors to Indonesia's agricultural advancement and global competitiveness.

METHODS

This study adopted a mixed-methods approach, integrating qualitative insights with the quantitative rigor of the Analytical Hierarchy Process (AHP) to identify priority strategies for developing sustainable branding for coffee farmers in Indonesian agropolitan regions (Lee et al.,

2025). AHP was selected because it is particularly effective for analyzing complex, multi-dimensional problems that require expert judgment, such as evaluating the interplay between local identity, sustainability, and global market demands. By decomposing the problem into a structured hierarchy, AHP allows researchers to determine the relative importance of each factor and produce a systematic ranking of strategic alternatives (Yu et al., 2025)

The research was conducted across selected agropolitan coffee-producing regions in Indonesia, areas known for their rich agroecological characteristics and strong cultural connections to coffee farming. These regions were chosen because they represent communities where local identity forms an integral part of the coffee value chain, and where sustainable agricultural practices are increasingly emphasized. The participants consisted of three main stakeholder groups: coffee farmers and farmer-group representatives, industry actors such as processors, exporters, and marketing practitioners, and experts including academics, government officials, and certification bodies. A purposive sampling technique was employed to engage 15–25 experts whose professional experience and knowledge were essential for generating reliable judgments in the AHP process.

Data collection involved three primary instruments. The first was an extensive literature review covering sustainable branding, local identity theory, agricultural competitiveness, and global coffee markets. This review served as the foundation for constructing the initial AHP hierarchy. The second instrument was semi-structured interviews with key informants to validate the relevance of the criteria and sub-criteria identified from the literature and to ensure that the AHP model reflected the realities of the Indonesian coffee sector (Akyuz & Cebi, 2025). The third instrument was a pairwise comparison questionnaire following Saaty's 1–9 scale, in which experts compared the relative importance of criteria related to local identity, sustainability practices, market competitiveness, and institutional support. They also evaluated several potential branding strategies, such as strengthening Geographical Indication (GI) branding, adopting environmentally friendly packaging, improving post-harvest quality, and enhancing digital marketing (Duleba et al., 2025).

Table 1. Variables, Indicators, and Measurement Items

Variable	Indicator	Statement Item
Product Quality (Di Vita et al., 2021)	Performance	1. The quality of the coffee meets my needs.
	Features	2. The additional features (menu variations) offered are useful and meet my needs.
	Conformity to standards or specifications	3. The variety of beverages offered matches the promised specifications or standards.
	Durability	4. The taste and aroma remain consistent even after being served or stored for some time.
	Reliability	5. The taste quality of the coffee and other menu items is consistent.
	Ease of repair/service	6. The service provided when ordering coffee is fast and accurate.
	Aesthetics	7. The visual design and presentation of the drinks and other menu items look appealing.
	Perceived quality	8. The overall quality of the menu items meets my expectations.
Promotion (Arli et al., 2024)	Advertising	1. The advertisement has a design that is easy to remember.
	Sales Promotion	2. I learned about the product through social media.
	Personal Selling	3. I am attracted to direct discounts offered during exhibition events.
	Public Relations	4. The brand provides free samples during the launch of new variants.

Price (Ghosh et al., 2021)	Direct Marketing	5. The brand offers attractive souvenirs when customers make purchases above a certain amount.
	Price affordability	1. The prices offered are affordable for my financial capability.
	Price fairness for product quality	2. The price reflects the quality offered.
	Price fairness for benefits	3. The benefits I receive are worth the price I pay.
	Competitive price	4. The price is more competitive compared to similar products from competitors.
Brand Image (Ramadhanti & Usman, 2021)	Brand association	1. The brand is associated with premium coffee quality and an enjoyable atmosphere.
	Experience and memory	2. My positive experiences encourage me to return and try other products.
	Perception of product quality	3. The brand consistently provides good product quality.
	Brand uniqueness	4. The brand has unique elements (features, menu variations, design, or other benefits) that differentiate it from competitors.
	Brand personality	5. The personality of the brand (premium, elegant, modern) aligns with my personal values and identity.
	Lifestyle congruence	6. The brand supports my lifestyle.

The AHP procedure followed standard stages: structuring the decision hierarchy, conducting pairwise comparisons, aggregating expert judgments using the geometric mean method, normalizing the matrices, and calculating priority weights using the eigenvector approach. A critical part of the process involved evaluating the Consistency Ratio (CR) to ensure the logical coherence of expert responses. Only matrices with a CR of 0.10 or lower were accepted, in line with AHP methodological standards. Matrices exceeding this threshold were reviewed, and experts were contacted for clarification (Zhang, [2025](#)).

Data analysis was conducted using Expert Choice 11, Super Decisions, and Microsoft Excel for consistency checks (Wang et al., [2025](#)). These tools ensured accuracy and traceability in the calculations. To ensure validity, the hierarchy and questionnaire were reviewed by experts, while construct validity was strengthened through the theoretical grounding of the criteria. Reliability was maintained through consistency checks and methodological triangulation.

RESULT AND DISCUSSION

Pairwise Indicators Comparison Matrix

At this stage, weights are assigned to the pairwise comparisons between criteria. To examine whether the pairwise comparisons have been made consistently, the Inconsistency/Consistency Ratio is used. In checking the consistency of the data, an error threshold of 10% is applied, meaning the data is considered acceptable if the CR value is ≤ 0.1 . To check the respondents' Inconsistency/Consistency Ratio, the following presents the Inconsistency/Consistency Ratio values in the form of a Pairwise Comparison Matrix using calculations performed in Excel.

Table 2. Pairwise Comparison Geometrics Mean

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8
X1.1	1.00	3.91	3.96	3.30	3.43	3.77	3.77	4.47
X1.2	0.26	1.00	2.57	3.09	3.91	2.62	3.63	3.63

X1.3	0.25	0.39	1.00	2.18	2.45	2.38	2.71	2.18
X1.4	0.30	0.32	0.46	1.00	1.06	3.05	2.94	1.20
X1.5	0.29	0.26	0.41	0.94	1.00	2.62	1.94	1.94
X1.6	0.27	0.38	0.42	0.33	0.38	1.00	1.94	1.12
X1.7	0.27	0.28	0.37	0.34	0.51	0.51	1.00	2.52
X1.8	0.22	0.28	0.46	0.83	0.51	0.89	0.40	1.00
Total	2.86	6.82	9.64	12.01	13.26	16.84	18.35	18.08

The table above presents the Pairwise Comparison Matrix for the product quality indicators (X1.1 to X1.8) used in this study. Each cell in the matrix shows the relative importance of one indicator compared to another, based on respondents' assessments. For example, X1.1 is considered 3.91 times more important than X1.2 and 3.96 times more important than X1.3. The diagonal values are all 1, representing the self-comparison of each indicator. The total row at the bottom sums the relative values for each column, which is later used to calculate the normalized matrix for determining the weights of each indicator. This matrix forms the foundation for assessing the consistency of respondents' judgments and ensures that the comparisons reflect a logical and reliable ranking of product quality attributes. The results highlight which indicators are perceived as most critical in influencing consumers' purchasing decisions for Kapiten Coffee. The next step is to calculate the normalized matrix as follows:

Table 3. Pairwise Comparison Normative Product Quality

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Bobot	Alternatif
X1.1	0.35	0.57	0.41	0.27	0.26	0.22	0.21	0.25	0.32	1
X1.2	0.09	0.15	0.27	0.26	0.30	0.16	0.20	0.20	0.20	2
X1.3	0.09	0.06	0.10	0.18	0.18	0.14	0.15	0.12	0.13	3
X1.4	0.11	0.05	0.05	0.08	0.08	0.18	0.16	0.07	0.10	
X1.5	0.10	0.04	0.04	0.08	0.08	0.16	0.11	0.11	0.09	
X1.6	0.09	0.06	0.04	0.03	0.03	0.06	0.11	0.06	0.06	
X1.7	0.09	0.04	0.04	0.03	0.04	0.03	0.05	0.14	0.06	
X1.8	0.08	0.04	0.05	0.07	0.04	0.05	0.02	0.06	0.05	
Total	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	

$$CI = \frac{\lambda_{maks} - n}{n - 1} = \frac{8.6645 - 8}{8 - 1} = 0.0949$$

$$CR = \frac{CI}{RI} = \frac{0.099}{1.24} = 0.067$$

Table 4. Pairwise Comparison Normative Promotion

	X1.1	X1.2	X1.3	X1.4	X1.5	Value	Alternative
X2.1	0.48	0.67	0.47	0.31	0.29	0.44	1
X2.2	0.12	0.17	0.31	0.29	0.33	0.24	2
X2.3	0.12	0.07	0.12	0.21	0.21	0.14	3
X2.4	0.14	0.06	0.05	0.10	0.09	0.09	
X2.5	0.14	0.04	0.05	0.09	0.08	0.08	
Total	1.00	1.00	1.00	1.00	1.00	1.00	

$$CI = \frac{\lambda_{maks} - n}{n - 1} = \frac{5.3062 - 5}{5 - 1} = 0.07655$$

$$CR = \frac{CI}{RI} = \frac{0.07655}{1.12} = 0.06835$$

Table 5. Pairwise Comparison Normative Price

	X3.1	X3.2	X3.3	X3.4	Value	Alternative
X3.1	0.28	0.24	0.19	0.39	0.28	2
X3.2	0.31	0.26	0.49	0.13	0.30	1
X3.3	0.28	0.10	0.19	0.29	0.22	3
X3.4	0.13	0.39	0.13	0.19	0.21	
Total	1.00	1.00	1.00	1.00	1.00	

$$CI = \frac{\lambda_{maks} - n}{n - 1} = \frac{4.18035 - 4}{4 - 1} = 0.06012$$

$$CR = \frac{CI}{RI} = \frac{0.06012}{0.9} = 0.0668$$

Table 6. Pairwise Comparison Normative Brand Image

	Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	value	Alternative
Z.1	0.42	0.62	0.45	0.30	0.28	0.24	0.39	1
Z.2	0.11	0.16	0.29	0.28	0.32	0.17	0.22	2
Z.3	0.11	0.06	0.11	0.20	0.20	0.15	0.14	3
Z.4	0.13	0.05	0.05	0.09	0.09	0.20	0.10	
Z.5	0.12	0.04	0.05	0.09	0.08	0.17	0.09	
Z.6	0.11	0.06	0.05	0.03	0.03	0.06	0.06	
Total	1.00	1.00	1.00	1.00	1.00	1.00	1.00	

$$CI = \frac{\lambda_{maks} - n}{n - 1} = \frac{6.4962 - 6}{6 - 1} = 0.09924$$

$$CR = \frac{CI}{RI} = \frac{0.09924}{1.24} = 0.08003$$

(a) Pairwise Matrix Comparison

At this stage of the analysis, the pairwise comparison method was applied to determine the relative weights of each indicator under their respective criteria. The consistency of respondents' judgments was evaluated using the Consistency Ratio (CR), with a threshold of 10% as the acceptable level of inconsistency. The calculated CR values for all variables—product quality, promotion, price, and brand image were all below 0.1, indicating that the pairwise comparisons were made consistently and the data is reliable for further analysis.

The normalized matrices reveal the relative importance of each indicator within its criterion. For product quality, X1.1 emerged as the most influential, reflecting that the quality of Kopi Kapiten is a critical factor in consumers' purchasing decisions. Within promotion, X2.1 was the highest-ranked indicator, highlighting the pivotal role of promotional strategies in driving consumer awareness and engagement. In the price criterion, X3.2 received the highest weight, indicating that consumers are particularly sensitive to pricing aspects that offer perceived value. For brand image, Z.1 was the top-ranked indicator, suggesting that a strong brand perception contributes significantly to consumer confidence and purchase intention.

The ranking of these top indicators X1.1, X2.1, X3.2, and Z.1 provides a clear picture of which factors have the most influence on purchasing decisions. By focusing on these key

indicators, businesses can prioritize strategies that directly impact consumer choice. The findings suggest that while all four criteria are relevant, promotional activities and product quality have immediate and visible effects on consumer behavior, whereas price and brand image play a complementary role by reinforcing the perceived value and trustworthiness of the product.

Overall, this stage of the AHP analysis not only confirms the reliability of the data but also offers practical insights into which aspects of Kopi Kapiten's marketing and product development should be emphasized to maximize influence on purchasing decisions. These results form a foundation for developing targeted strategies that align with consumer priorities and enhance market competitiveness.

Measurement Result of AHP (Analytic Hierarchy Process) Data

After obtaining the weight values for each criterion (variable) and sub-criterion (indicator), the final step is to select the variables and indicators to be prioritized as alternatives. The following are the results of the calculations for each criterion and sub-criterion.

Table 7. variable weight by the indicator weight

Variable	Weight	Indicator	Weight	Weighted Score
Product Quality	0.27577	X1.1	0.3181	0.088
		X1.2	0.2012	0.055
		X1.3	0.1282	0.035
		X1.4	0.0965	0.027
		X1.5	0.0881	0.024
		X1.6	0.0595	0.016
		X1.7	0.0579	0.016
		X1.8	0.0505	0.014
Product Quality	28%			
Promotion	0.2978	X2.1	0.4431	0.132
		X2.2	0.2443	0.073
		X2.3	0.1439	0.043
		X2.4	0.0877	0.026
		X2.5	0.0810	0.024
Promotion	30%			
Price	0.2158	X3.1	0.2758	0.060
		X3.2	0.2978	0.064
		X3.3	0.2158	0.047
		X3.4	0.2107	0.045
Price	22%			
Brand Image	0.2107	Z.1	0.3875	0.082
		Z.2	0.2222	0.047
		Z.3	0.1396	0.029
		Z.4	0.1014	0.021
		Z.5	0.0914	0.019
		Z.6	0.0578	0.012
Brand Image	21%			

Discussion

Based on the table above, it can be concluded that promotion is the variable that most influences the purchasing decision of Kopi Kapiten. This finding can be explained through several

theoretical aspects. First, promotion plays a crucial role in increasing consumer brand awareness. In the marketing context, the higher the level of promotional exposure received by consumers, the greater the likelihood that they recognize and remember a brand. This increased awareness creates a higher chance for consumers to consider and ultimately choose the product when making a purchase (Ghosh et al., [2021](#))

Second, promotion contributes to the formation of perceived value for the product. Through promotions such as discounts, bundling, cashback, or loyalty programs, consumers feel they gain additional benefits, which enhances the product's value relative to its cost. According to consumer behavior theory, higher perceived value can encourage consumers to make purchase decisions more quickly and confidently (Hadiwijaya & Putri, [2025](#)). Third, promotion effectively reduces consumer risk and uncertainty, especially for those who have never tried Kopi Kapiten. Strategies like providing samples, first-purchase discounts, or promotions through delivery apps can lower consumers' psychological barriers, making them more willing to make an initial purchase. Reducing perceived risk directly affects the likelihood of a purchase decision.

Fourth, promotional activities also help increase consumer engagement and emotional closeness with the brand. Through digital promotions such as social media content, influencer marketing, or interactive programs, consumers feel more connected and involved with the brand. This engagement positively influences consumers' attitudes toward the brand, which in turn encourages purchase decisions. Additionally, the characteristics of the contemporary coffee market, which is highly competitive and influenced by digital trends, make promotion the most immediately noticeable aspect for consumers. Compared to other variables such as price or quality, the effects of promotion are more instant and visible, which explains why its contribution to purchase decisions is the largest in this study.

The results of this study indicate that promotional strategies are the most critical factor in shaping consumer purchasing behavior for Kopi Kapiten. This aligns with modern marketing theories that emphasize the importance of communication and visibility in competitive markets (Locander et al., [2025](#)). While product quality, pricing, and brand image remain important, their impact may take longer to manifest or may be less tangible to new consumers (M. Liu & Morrin, [2025](#)). From a managerial perspective, these findings suggest that Kopi Kapiten should continue investing in innovative promotional activities, particularly those leveraging digital platforms and social media engagement (Huo et al., [2025](#)). For example, targeted online campaigns, influencer collaborations, or interactive loyalty programs can effectively strengthen brand presence and drive sales.

However, it is also important to note that over-reliance on promotions may have potential drawbacks, such as reducing profit margins or conditioning consumers to purchase only when discounts are available. Therefore, promotional strategies should be balanced with efforts to enhance product quality, build a strong brand image, and maintain competitive pricing. The effectiveness of the model can be explained by the complementary role of AR visualization, STEAM activities, and 4C-oriented assessment. AR helped students convert abstract spatial

CONCLUSION

Based on the results of the research and considering the objectives of this study, it can be concluded that promotion is the variable that most influences the purchasing decision of Kopi Kapiten in Pasuruan Regency. Promotional activities, such as social media campaigns, banners, discounts, or collaborations, play a significant role in increasing public awareness of the Kopi

Kapiten brand. This finding is consistent with the characteristics of the contemporary coffee market, which is heavily influenced by social media, food influencers, and online food delivery promotions, making promotional efforts highly impactful on consumer decisions. Furthermore, the results of the AHP analysis indicate that there is a need to develop a stronger brand image for Kopi Kapiten. Brand image was ranked as the least influential variable on respondents' purchasing decisions, highlighting the importance of strategic efforts to enhance it. Strengthening the brand image requires a comprehensive evaluation of Kopi Kapiten's position from the consumer's perspective, the formulation of a clear and distinctive brand identity, and the development of an effective brand communication strategy through social media or collaborations with food influencers. Additionally, improving the consumer experience through consistent product quality and taste, optimizing digital and social media activities, and continuously evaluating and measuring brand image are essential steps to ensure long-term consumer loyalty and sustainable market presence.

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