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The Effect of Marketing Strategy Variables on Consumer Attraction: A PLS-SEM Study of Cafe Kiyo Bandar Lampung

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ABSTRACT

Purpose: The rapid growth of the café industry in Bandar Lampung has increased competition among food and beverage businesses, requiring operators to optimize marketing mix strategies to attract consumers. This study examines the effects of price, product, and promotion on consumer attraction at Cafe Kiyo Bandar Lampung.

Methodology: A quantitative approach using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 3 was applied. Data were collected from 32 consumers through structured questionnaires. Validity and reliability were assessed using outer loadings (≥ 0.60), Cronbach's Alpha, and composite reliability. Hypotheses were tested using bootstrapping with $p < 0.05$.

Results: One indicator (T3) was removed due to low loading. Price significantly affects consumer attraction ($\beta=0.444$; $t=2.384$; $p=.017$), while product ($\beta=0.160$; $p=.418$) and promotion ($\beta=0.225$; $p=.120$) show positive but non-significant effects.

Conclusions: Price is the only significant determinant of consumer attraction at Cafe Kiyo, indicating that price perception is the primary driver of consumer behavior, while product and promotion play supporting but non-significant roles.

Limitations: The small sample size ($n=32$), single-location focus, convenience sampling, and cross-sectional design limit generalizability and causal interpretation.

Contributions: This study provides empirical evidence using PLS-SEM on marketing mix effects in a café setting, highlighting price as the dominant factor and offering practical implications for small café marketing strategies in Indonesia.

Keywords: Consumer Attraction, Marketing Mix, Marketing Strategy, Price, Product, Promotion

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1. Introduction

The food and beverage industry in Indonesia, and particularly in Lampung Province, has experienced substantial growth driven by changing consumer lifestyles, urbanisation, and the increasing integration of social activities with café visits ([Sari, 2020](#)). Coffee café culture characterised by the combination of beverage consumption with social interaction, work, and leisure has become deeply embedded in the social fabric of Indonesian youth and young professional demographics ([Rivaldo & Amang, 2022](#)). Bandar Lampung, as the provincial capital of Lampung, has seen a proliferation of café establishments responding to this demand, creating an intensely competitive market environment in which individual operators must identify and leverage effective marketing strategies to differentiate themselves and attract loyal consumer bases ([Brata, Husani, & Ali, 2017](#); [Munandar, 2018](#)) .

Marketing strategy, particularly the marketing mix framework, provides the conceptual foundation for understanding how businesses attract and retain consumers. [Kotler and Keller \(2016\)](#) define the marketing mix as the set of controllable marketing tools product, price, place, and promotion that a firm employs to produce the response it desires in its target market. In the café context, these four elements translate into such as the quality, variety, and presentation of beverages and food, the pricing structure relative to competitors and perceived value, the location, atmosphere, and accessibility of the physical establishment, and the communication activities social media, advertising, promotions, and influencer partnerships through which the café builds brand awareness and purchase intent.

Cafe Kiyo is an independently operated café in Bandar Lampung offering a curated selection of coffee beverages, non-coffee drinks, and food items to a consumer base primarily comprising young adults and working professionals seeking a comfortable social environment. Operating in the context of the COVID-19 pandemic, Cafe Kiyo experienced the challenges typical of small food and beverage businesses during this period, including reduced foot traffic and the necessity of adapting marketing strategies to maintain consumer engagement. Understanding which marketing mix variables most effectively influence consumer attraction in this specific competitive environment is therefore of direct practical importance for Cafe Kiyo's management. Despite the substantial literature on marketing mix effects in retail and food service contexts, empirical evidence applying PLS-SEM methodology to the café consumer attraction context in Bandar Lampung remains limited.

2. Literature Review and Hypothesis/es Development

2.1 Marketing Strategy and the Marketing Mix

Marketing strategy is defined as the fundamental plan through which an organisation achieves its marketing objectives by identifying target markets and deploying the marketing mix to serve those markets competitively ([Trismawan, & Amron, 2013](#); [Diantanti, Pradeta, & Natasya, 2022](#)). For small food and beverage businesses, marketing strategy is particularly consequential because limited advertising budgets and brand recognition place greater weight on the direct customer experience generated by each marketing mix element ([Rahmah, Sumarwan, & Najib, 2018](#)). A well-designed marketing strategy enables even small operators to compete effectively by aligning their price, product, place, and promotion decisions with the preferences and decision processes of their target consumer segment ([Putri, Sukma, & Indriyani, 2026](#)).

The theoretical foundation for the relationship between marketing strategy and consumer behaviour is grounded in consumer decision-making theory, which identifies the marketing mix as the primary external information and influence environment within which consumers evaluate alternatives and form purchase intentions ([Kotler & Keller, 2016](#)). Each element of the marketing mix provides specific signals that consumers process such as, price signals economic value and quality tier, product signals sensory satisfaction and variety, place signals accessibility and experience quality, and promotion signals social relevance and community membership. The integration of these signals into a coherent marketing strategy determines whether a consumer perceives a café as an attractive purchase destination ([Rahmiati, Prayoga, Goenadhi, & Naseri, 2023](#)).

2.2 Price and Consumer Attraction

Price is defined as the monetary amount that consumers pay in exchange for a product or service, or more broadly as the consumer's assessment of a product's economic value relative to the benefits received ([Dutta & Bhat, 2016](#)). In the café context, price has a dual role: it constitutes a cost that consumers must bear, potentially discouraging purchase; but it also serves as a quality signal, where prices that are perceived as too low may undermine consumer confidence in product quality ([Pahmi, Tasrim, Jayanti, Rachmadana, Irfan, & Alim, 2023](#); [Amanah, & Harahap, 2018](#)). The price-quality relationship is particularly relevant in café markets where experiential consumption means that consumers are often willing to pay premium prices for perceived quality and ambience, within their budget constraints ([Brata, Husani, & Ali, 2017](#); [Wijaya, Nurlaela, Yushila, & Nurfatimah, 2025](#)).

For price to generate positive consumer attraction, it must be perceived as fair commensurate with the quality and experience delivered and competitive with alternatives ([Mainardes & Cardoso, 2019](#)). Café operators therefore face a price positioning challenge: setting prices high enough to signal quality and sustain profitable operations, while remaining accessible to their target demographic's price sensitivity. Promotional pricing strategies (package deals, discount events, introductory offers) further leverage price as a consumer attraction mechanism by creating temporal urgency and perceived value enhancement ([Bastaman & Royyansyah, 2017](#)).

H₁: Price has a positive and significant effect on consumer attraction at Cafe Kiyo Bandar Lampung

2.3 Product and Consumer Attraction

Product in the café context encompasses the quality, variety, design, and presentation of all food and beverage offerings from the sensory characteristics of coffee beverages (aroma, flavour, temperature consistency) to the visual presentation of items and the diversity of the menu. [Miskiyya and Fitriyah \(2025\)](#) emphasise that product quality is the fundamental foundation of all other marketing mix efforts such as, price, promotion, and place create expectations and attract initial visitors, but it is product delivery that determines satisfaction and repeat purchase behaviour. In highly competitive café markets where product differentiation is achievable through specialised brewing methods, unique flavour profiles, and Instagram-worthy food presentation, product quality and variety can be a primary source of competitive advantage ([Cahyadi & Arif, 2023](#)).

Consumer attraction to a café's product offering is mediated by the fit between the product's characteristics and the consumer's sensory preferences, dietary needs, and social identity. Menu variety allows consumers with diverse preferences to find satisfying options; product reputation

built through word-of-mouth, social media reviews, and influencer endorsements reduces purchase risk and increases attraction for first-time visitors ([Aulia, Rudy, Ismail, Indriyani, & Arief, 2023](#); ([Kumara, Sujudi, Hasani, & Rachmawati, 2021](#)) ; ([Hendarto, Ermaini, Fatmawati, Ismanto, Wibowo, & Tsai, 2023](#))).

H₂: Product has a positive and significant effect on consumer attraction at Cafe Kiyo Bandar Lampung

2.4 Promotion and Consumer Attraction

Promotion encompasses all activities through which a café communicates with its target market to create awareness, interest, desire, and purchase action ([Nurhayati, 2020](#); [Wargianto, & Wardana, 2022](#)). For small independent cafés in Bandar Lampung, promotional activities primarily include social media content marketing (particularly Instagram, which has become the dominant promotional channel for food and beverage businesses targeting young adult consumers), influencer partnerships, digital advertising, and periodic promotional events (discount days, loyalty programmes, themed evenings) ([Nasution & Safina, 2022](#)). The rise of social media as a promotional platform has fundamentally democratised café marketing, enabling small operators without large advertising budgets to reach large audiences through engaging visual content and community engagement ([Pratomo, & Pujiarti, 2024](#); ([Wiwinda & Triana, 2025](#))).

The effectiveness of promotion in attracting consumers depends on its ability to create a compelling brand narrative conveying the café's atmosphere, product appeal, and social relevance in ways that resonate with the target demographic's identity and aspirations. [Deona, Kasim, Bessie, and Jati \(2023\)](#) identifies promotion as particularly critical in competitive F&B markets where product differentiation between operators may be limited, making promotional communication the primary mechanism through which consumers distinguish preferred options from competitors.

H₃: Promotion has a positive and significant effect on consumer attraction at Cafe Kiyo Bandar Lampung

2.5 Prior Empirical Studies

Table 1. Summary of prior studies on marketing mix variables and consumer attraction/purchase decision

Author(s) & Year	Setting	Method	Key Finding on Marketing Mix and Consumer Attraction/Purchase Decision
Kotler and Keller (2016)	Marketing theory	Conceptual	The 4P marketing mix (product, price, place, promotion) constitutes the primary levers through which firms influence consumer purchase decisions, each element must be integrated coherently to maximise attraction
Munandar (2018)	Samsung handphone, Semarang	Regression	Product quality, price, promotion, and distribution each significantly influence consumer loyalty, promotion has the largest coefficient among the four predictors
Sari (2020)	Teh Botol Sosro, Diponegoro University students	Survey regression	Price, product quality, and brand image each positively and significantly influence purchase decision, product quality has the largest standardised coefficient

Author(s) & Year	Setting	Method	Key Finding on Marketing Mix and Consumer Attraction/Purchase Decision
Brata, Husani, and Ali (2017)	Retail consumer products	SEM	Product quality and price perception are the two most influential marketing mix components on consumer purchase decisions in Indonesian retail, price sensitivity moderates the product quality effect
Rahmiati, Prayoga, Goenadhi, and Naseri (2023)	Marketing management textbook	Conceptual	Consumer attraction is the combined outcome of product quality, competitive pricing, strategic place/channel selection, and effective promotional communication, no single element alone determines consumer decisions
Kumara, Sujudi, Hasani, and Rachmawati (2021)		Conceptual	Promotion is particularly critical in competitive F&B markets where product differentiation is limited, experiential promotion and social media create the highest brand recall among younger consumer segments
Rivaldo and Amang (2022)		Conceptual/review	Consumer attraction to café environments is driven by atmosphere, social belonging, price-quality alignment, and promotional signalling, product variety and place ambience are primary retention factors
Nasution and Safina (2022)		Survey, regression	Marketing mix significantly influences consumer visit decision in café contexts; promotion and product have strongest effects, price alone is insufficient to attract consumers without perceived value alignment
Pratomo and Pujiarti (2024)	Cafe Kiyo, Bandar Lampung (n=32)	PLS-SEM, SmartPLS 3	Price: positive and significant (p=.017), Product: positive but not significant (p=.418), Promotion: positive but not significant (p=.120)

Table 1 shows that the marketing mix (product, price, place, and promotion) is a key determinant of consumer attraction and purchase decisions. Prior studies and theories (Kotler & Keller, 2016; Alma, 2014; Tjiptono, 2011) emphasize that these elements must be integrated to influence consumer behavior effectively. Empirical evidence from Indonesian contexts (Trismawan & Amron, 2013; Sari, 2020; Brata et al., 2017; Munandar, 2018) confirms that marketing mix variables significantly affect consumer decisions, with product quality and promotion often showing strong effects. However, findings from the present study at Cafe Kiyo indicate that only price has a significant effect on consumer attraction, while product and promotion show positive but non-significant relationships.

3. Methodology

3.1 Research Design and Sample

A quantitative research design employing PLS-SEM was adopted, appropriate for testing the directional hypothesis relationships between marketing mix predictors and consumer attraction in a relatively small sample. PLS-SEM is particularly suited to this study because the sample size is small ($n=32$), the research objective is predictive (estimating the relative effects of marketing variables on consumer attraction) and the measurement model involves reflective constructs with multiple indicators per variable (Hair et al., 2014). Analysis was conducted using SmartPLS version 3.0.

The study population comprised consumers of Cafe Kiyo Bandar Lampung. Purposive sampling was applied with the criterion of active consumption history at Cafe Kiyo. The final sample comprised 32 respondents, of whom 17 were male (53.1%) and 15 were female (46.9%). While the sample size is acknowledged as a limitation, it meets the minimum recommended threshold for PLS-SEM analysis when the number of predictors per dependent variable does not exceed five.

3.2 Measurement Instruments

Table 2. Operational variable definitions and indicators

Variables	Operational Definition	Indicators
Price (X_1)	Consumer monetary assessment of Cafe Kiyo menu items relative to perceived value received	Price encourages purchase intention, promotional price catalogue availability, and special package pricing
Product (X_2)	Characteristics and quality of beverages and food items offered by Cafe Kiyo that meet consumer needs	Product reputation in consumers' perception, attractive design and packaging, and variety of sizes and options
Promotion (X_3)	All communication activities undertaken by Cafe Kiyo to inform, persuade, and attract consumers	Advertising to attract potential consumers, and sales promotion activities including discount events and social media promotion
Consumer Attraction (Y)	Consumer positive disposition, interest, and likelihood of visiting and purchasing at Cafe Kiyo Bandar Lampung, reflecting overall satisfaction with marketing variables	Proximity to main road, availability of facilities (WiFi, electricity, parking), and potential for repeat visits

Four constructs were measured using Likert-scale questionnaire instruments. Table 2 presents the operational definitions and indicators for each variable. All items were measured on a five-point Likert scale: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree. Data were collected through an online questionnaire distributed to Cafe Kiyo consumers via the café's social media channels.

3.3 Validity and Reliability Assessment

Convergent validity was assessed using outer loadings (threshold: ≥ 0.60) following (Hair et al., 2014). One item (T3) was removed during the initial analysis because its outer loading fell below the threshold. All remaining items were retained and assessed for construct reliability using Cronbach's Alpha (threshold: ≥ 0.70) and Composite Reliability (threshold: ≥ 0.70). Structural

model hypotheses were tested using the bootstrapping method (5,000 resamples); paths with T-statistic > 1.96 (two-tailed) or $p < 0.05$ were accepted as statistically significant.

4. Results and Discussion

4.1 Outer Loadings: Convergent Validity

Table 3. Outer loadings: Convergent validity assessment

Item	Price (X_1)	Product (X_2)	Promotion (X_3)	Consumer Attraction (Y)	Status
H1	0.844				Valid
H2	0.844				Valid
H3	0.722				Valid
H4	0.845				Valid
H5	0.873				Valid
T1				0.734	Valid
T2				0.831	Valid
T3				[dropped]	Loading < 0.60 — dropped
T4				0.840	Valid
PM1			0.909		Valid
PM2			0.823		Valid
PM3			0.804		Valid
P1		0.741			Valid
P2		0.777			Valid
P3		0.837			Valid
P4		0.834			Valid
P5		0.872			Valid

Table 3 shows all indicators for the variables Price (X_1), Product (X_2), Promotion (X_3), and Consumer Attraction (Y) are considered valid, as all outer loading values exceed the 0.60 threshold. The indicators H_1 – H_5 for price show strong loadings ranging from 0.722 to 0.873. The product indicators (P_1 – P_5) are also valid with loadings between 0.741 and 0.872. For promotion, all indicators (PM_1 – PM_3) demonstrate high loadings ranging from 0.804 to 0.909. Meanwhile, for consumer attraction, indicators T_1 , T_2 , and T_4 are valid with loadings between 0.734 and 0.840, while T_3 was removed due to a loading below 0.60. Overall, the measurement model meets the criteria for convergent validity.

After removal of item T_3 (Consumer Attraction item with loading below 0.60), all retained outer loadings meet or substantially exceed the 0.60 validity threshold, ranging from 0.722 (H_3 , Price) to 0.909 (PM_1 , Promotion). The Promotion construct demonstrates particularly strong convergent validity, with all three items loading above 0.800. Price items (H_1 – H_5) show consistent loadings (0.722–0.873), and Product items (P_1 – P_5) load between 0.741 and 0.872. The three retained Consumer Attraction items (T_1 , T_2 , T_4) load between 0.734 and 0.840. Collectively, these results confirm that all retained items are valid reflective indicators of their respective constructs.

4.2 Hypothesis Testing: Path Coefficients

Table 4. PLS-SEM path coefficients: Effects on consumer attraction

Hypothesis	Original Sample	Sample Mean	Std Dev.	T-Statistic	p-value	Result
H1: Price (X_1) → Consumer Attraction (Y)	0.444	0.463	0.186	2.384	.017	Supported
H2: Product (X_2) → Consumer Attraction (Y)	0.160	0.162	0.198	0.810	.418	Not supported
H3: Promotion (X_3) → Consumer Attraction (Y)	0.225	0.215	0.144	1.555	.120	Not supported

Based on Table 4, it can be concluded that H_1 is supported: price exerts a positive and statistically significant effect on consumer attraction at Cafe Kiyo Bandar Lampung ($\beta=0.444$, $T=2.384$, $p=.017$). This finding confirms that price is the most influential and statistically validated predictor of consumer attraction in this study, with the largest path coefficient among the three hypotheses. The positive direction of the coefficient indicates that when consumers perceive Cafe Kiyo's pricing as fair, competitive, and value-aligned, their attraction to the café increases. For Cafe Kiyo specifically, this finding suggests that price positioning and price communication are the most impactful marketing decisions available to management for influencing consumer purchase intent.

This result is consistent with the established marketing literature on price sensitivity in the café and food service sector. [Tran, Pham, Pham, and Nguyen \(2020\)](#) confirmed price as a significant purchase decision driver for beverage consumers, [Haitao \(2022\)](#) confirmed price as a significant loyalty predictor. In the Bandar Lampung context, where competing cafés offer comparable social environments and beverage menus, price differentiation and value proposition communication represent primary consumer decision levers. The practical implication for Cafe Kiyo management is that investment in clearly communicating price-value alignment through menu design, promotional pricing events, and social media price messaging yields measurable consumer attraction returns.

H_2 is not supported: product quality does not have a statistically significant effect on consumer attraction at Cafe Kiyo Bandar Lampung ($\beta=0.160$, $T=0.810$, $p=.418$). While the direction of the relationship is positive consistent with theoretical expectations the effect does not reach statistical significance at the 0.05 level. This result indicates that variation in product quality perception among the 32 sampled consumers does not systematically predict variation in consumer attraction levels.

Several explanations may account for this non-significant finding. First, the small sample size ($n=32$) severely limits statistical power for detecting small-to-moderate effect sizes, it is possible that a genuine positive product-to-attraction relationship exists in the broader Cafe Kiyo consumer population but cannot be detected with a sample of this size. Second, product quality among competing Bandar Lampung cafés may be perceived as relatively homogeneous by consumers, reducing its discriminating power as an attraction differentiator in this specific competitive context. Third, the indicators used to measure the product construct reputation, packaging design, and size variety may not capture the most relevant product quality dimensions for café consumers (taste quality, brewing method, freshness) that would drive stronger variance in attraction responses.

H_3 is not supported: promotion does not have a statistically significant effect on consumer attraction at Cafe Kiyo Bandar Lampung ($\beta=0.225$, $T=1.555$, $p=.120$). The positive coefficient and moderate T-statistic suggest a directional relationship consistent with theoretical expectations, but the effect falls short of the 0.05 significance threshold. With a larger sample, this relationship might achieve statistical significance given the T-statistic of 1.555 is moderately close to the 1.96 threshold.

The non-significant promotion result may reflect several contextual factors. First, the study was conducted during the COVID-19 pandemic period, when consumer decision-making may have been more heavily dominated by safety considerations, value-for-money calculations, and familiar brand loyalty rather than promotional stimuli. Second, Cafe Kiyo's promotional activities may have been relatively underdeveloped at the time of study, limiting the range of promotional stimulus experienced by respondents and reducing the variance available to detect a significant effect. Third, the two-item promotion measurement scale (advertising and sales promotion) may not capture the social media and influencer marketing dimensions that are most influential for young café consumers in Bandar Lampung. Future research with expanded promotion measurement instruments and larger samples would provide clearer evidence on promotion's actual influence on consumer attraction in this context.

4.3 Comparative Discussion: The Dominance of Price in Consumer Attraction

The finding that price is the sole statistically significant predictor of consumer attraction at Cafe Kiyo, while product and promotion are non-significant, generates an important theoretical and practical insight. In the competitive café market of Bandar Lampung, where numerous establishments offer comparable social environments, WiFi facilities, and beverage menus, price appears to serve as the primary discriminating criterion through which consumers make selection decisions. This finding is consistent with Sangadji and Sopiah's (2013) observation that price-quality alignment is a critical consumer satisfaction mechanism in Indonesian food and beverage contexts, and with Brata et al.'s (2017) finding that price perception moderates the effect of product quality on consumer decisions.

The dominance of price over product and promotion in this context may partly reflect Cafe Kiyo's current stage of business development. In early-stage café operations, before strong brand equity and product reputation have been established, consumers may rely more heavily on price as a decision heuristic using it both as a cost-benefit calculation and as a quality signal. As Cafe Kiyo establishes stronger brand recognition and customer loyalty through continued product quality consistency and promotional engagement, the relative importance of product and promotion as independent attraction drivers may increase. The practical implication is that Cafe Kiyo should ensure that current pricing decisions actively communicate value rather than merely setting competitive prices, while simultaneously investing in the product quality improvements and promotional activities that will build the brand reputation needed to make these variables independently significant in future consumer attraction analyses.

5. Conclusions

5.1 Conclusion

This study examined the effects of price (X_1), product (X_2), and promotion (X_3) on consumer attraction (Y) at Cafe Kiyo Bandar Lampung using PLS-SEM analysis of 32 consumer respondents. Of the three hypotheses: H_1 is supported price positively and significantly influences consumer

attraction ($\beta=0.444$, $T=2.384$, $p=.017$). H_2 is not supported product does not significantly influence consumer attraction ($\beta=0.160$, $T=0.810$, $p=.418$). H_3 is not supported promotion does not significantly influence consumer attraction ($\beta=0.225$, $T=1.555$, $p=.120$).

Price is the primary marketing mix lever that Cafe Kiyo management can deploy to measurably improve consumer attraction at the current stage of business development. Three practical recommendations follow. First, Cafe Kiyo should invest in clear price-value communication ensuring that menu pricing, promotional pricing structures, and price anchoring strategies actively signal the quality and value of the café's offerings to price-sensitive consumers. Second, product quality development should remain a long-term strategic priority, even though it does not show statistical significance in this sample consistent product excellence is the foundation for the brand reputation that will make product a significant attraction driver as the customer base expands. Third, promotional activities, particularly social media content marketing and influencer partnerships, should be systematically developed and measured for their consumer attraction contribution in future periods with larger samples.

5.2 Research Limitations

Three principal limitations qualify this study. First, the sample size of 32 respondents severely limits statistical power, increasing the likelihood of Type II errors (failing to detect genuine relationships) and reducing the reliability of effect size estimates. The non-significant findings for product and promotion should therefore be interpreted cautiously they may reflect insufficient sample size rather than genuine absence of effects. Second, the cross-sectional survey design prevents temporal or causal inference; the observed relationships describe associations at a single point in time and cannot establish whether marketing mix improvements precede consumer attraction changes. Third, the study examines Cafe Kiyo as a single-café case, preventing generalisation of findings to other café operators in Bandar Lampung or other Indonesian cities with different competitive dynamics, consumer demographics, or price sensitivity levels.

5.3 Suggestions and Directions for Future Research

Future research should address these limitations through three avenues. First, a replication study with a substantially larger sample ($n \geq 100$) would provide the statistical power needed to detect small-to-moderate effects for product quality and promotion, and would enable more reliable comparison of relative marketing mix predictor magnitudes. Second, a multi-café study comparing the marketing mix-to-consumer attraction relationships across multiple Bandar Lampung café operators of different sizes, positioning, and price tiers would enable identification of whether the price dominance finding observed at Cafe Kiyo generalises across the local café market or reflects Cafe Kiyo-specific positioning. Third, future instruments should expand the promotion measurement scale to include social media engagement, influencer marketing, and digital advertising indicators dimensions that are likely to be more relevant drivers of consumer attraction for young adult café consumers than the advertising and sales promotion items used in the current study.

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Author Contributions

MEW contributed to the conceptualization of the study, development of the research design, data collection, statistical analysis using SmartPLS 3, interpretation of the results, and preparation of the original manuscript draft. VFS contributed to research supervision, validation of the methodological design, critical review and editing of the manuscript, and provided overall academic guidance throughout the research process. Both authors have read and approved the final version of the manuscript and agree to be fully responsible for all aspects of the work.

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