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THE INFLUENCE OF DIGITAL MARKETING ON PURCHASE INTENTIONS AT COFFEE SHOPS: THE MEDIATING ROLE OF CUSTOMER TRUST AND PRICE FAIRNESS

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Abstract

The current research aims to explore the effect of different aspects of digital marketing on the purchasing intentions of consumers in the context of a coffee shop, with specific emphasis on the mediating roles of consumer belief and price fairness perception. Participant sampling for the study involved 130 consumers who visited 27 Palangka Raya-based Central Kalimantan coffee businesses a minimum of once a month. The current research sheds light on the complex relationships between digital marketing factors, consumer belief, and price fairness perception within the context of coffee shop business operations and fills in the gaps identified in earlier literature that indicate that digital marketing does not consistently affect consumer belief as well as their own price fairness perception. The evidence of the study shows that digital marketing has significant positive effects on consumer perceptions of price fairness and consumer trust. Also importantly, consumer trust and price fairness perceptions significantly influence purchasing intentions. The findings of the study imply that the improvement of digital marketing efforts can effectively strengthen consumer trust and improve price fairness perceptions, which in turn result in a greater intent to purchase.

Keywords: Digital Marketing, Purchase Intentions, Customer Trust, Price Fairness

INTRODUCTION

Due to the advent of several aspects of digital marketing, the business environment has changed significantly in the quickly growing digital age, particularly in the coffee shop industry. The incorporation of social media, SEO, content marketing, and other digital marketing strategies into contemporary corporate operations has significantly altered how companies engage with their clientele and advertise their products and services (Putri & Sulaeman, 2022). Coffee shops require a strong digital marketing plan increase their customer base, brand awareness, and ultimately buy intent (Rizky et al., 2023). In this context, buying intention describes a customer's inclination or desire to buy products or services from a specific coffee shop (Prakosa, 2019; Wulandari & Silitonga, 2023). The complex interaction between digital marketing aspects and purchase intention can be influenced by situational and psychological factors. Customer trust and price fairness are two significant elements that can influence the relationship between digital marketing dimensions and purchase intention in the coffee shop industry (Naufalia, 2022). Customer trust, a gauge of patrons' confidence in the coffee shop's dependability, honesty, and credibility, has a significant impact on consumer attitudes and behaviors. Feeling confident in a coffee shop increases the likelihood that customers will make a purchase since they will generally have a more favorable perception of the business, its offerings, and the overall customer experience. In a similar vein, pricing fairness— defined as the consumers' assessment of the equity and suitability of the prices established by the coffee shop—influences their decision-making. If customers think that the costs are reasonable and commensurate with the quality of the goods, they are more likely to intend to from the coffee shop.

influence buy intents in the coffee shop industry, marketers and business owners must comprehend the ways in which pricing equity, consumer trust, and digital marketing elements interact.

This study intends to explore the ways in which digital marketing qualities influence purchase intentions in coffee shops, with a particular emphasis on the mediating roles of price fairness and consumer trust. This study intends to elucidate the intricate interaction between coffee shops and digital marketing methods boost customer trust, improve perceptions of price fairness, and eventually drive consumer buy intentions. This study employed multiple regression analysis (Yucha & Safitri, 2021). Coffee shops hoping to develop a loyal customer base and enhance their digital marketing strategies can benefit from the study's findings. Marketers and the findings of market surveys can offer insights into customer behavior (Ginting & Simbolon, 2017). By changing their marketing tactics to promote notions of pricing justice and fortify client trust, coffee businesses can boost customer loyalty and profitability. The study's findings show that while digital marketing is crucial, it doesn't necessarily have an effect on customer trust or price fairness. The discrepancies in previous research findings indicate a research gap that requires more investigation (Pașcalău et al., 2024).

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Digital Marketing

Since digital marketing enables businesses to communicate with customers via online platforms and channels, it has become a crucial part of contemporary marketing strategy. Paid advertising, email marketing, content marketing, social media marketing, and search engine optimization are just a few of the many strategies and practices that fall under the umbrella of digital marketing (Wicaksono, 2023). Social media marketing is the practice of promoting products and services, engaging with consumers, and building brand awareness through websites such as Facebook, Instagram, and Twitter. Search engine optimization is to improve a website's ranking for pertinent keywords and raise its visibility on search engine results pages (Fatrina et al., 2020). Information marketing is the process of producing and disseminating consistent, pertinent, and helpful content with the intention of engaging and engrossing the target audience. The goal of content marketing is to increase knowledge and awareness of it as a practical strategy in the pandemic era (Yunita et al., 2021). The activity of delivering newsletters and promotional communications to customers via email preserve relationships, promote goods, and boost sales is known as email marketing. Paid advertising, sometimes referred to as pay-per-click marketing, covers the cost of placing advertisements on websites, social media platforms, and search engines expand the audience and increase website traffic. Customer trust is a psychological construct that reflects how consumers perceive the reliability, integrity, and trustworthiness of a business or brand (Mirawati, 2021). Trust is believed to be crucial for influencing consumer purchasing behavior, fostering strong customer connections, and promoting customer loyalty. Customers who feel secure in a coffee shop tend to think better of the business, its goods, and the whole experience. Improved consumer loyalty and increased purchase intent could result from this favorable perception.

Digital marketing profoundly changed the way companies connect with consumers. Technological advancements provided the impetus for the development of engagement as a fundamental element of digital marketing, along with ubiquity and credibility. This review of the literature discusses the different characteristics and the development of the tools used in the analysis of their influence on consumer behavior. Interaction in digital marketing enables interactive, interactive communication with consumers. Customized interaction is used in an effort to improve client happiness and loyalty. Digital platform interactivity influences the attitude of the customers and the way they interact with companies (Aldi & Adisaputra, 2024; Taiminen & Karjaluoto, 2015). Interactivity enables companies to tailor the message per the preference of the user, thus improving the overall customer experience. Taiminen and Karjaluoto (2015) highlight the importance of the relationship between the firm and the client in the proper utilization of digital marketing tools and the improvement of online performance. It has been shown that online interaction with the client has a significant influence on purchasing behavior. Greater interactivity is associated with greater consumer confidence and purchasing intentions. Surveys aimed at interactivity should test consumer engagement, frequency of interactions, and the amount of happiness. Ubiquity of digital marketing forms the second fundamental aspect (Tong & Chan, 2023). The ubiquity of digital marketing enables people to buy and make payments conveniently and from anywhere. One's movement is further supported by mobile technology as a method of interacting with the brand. According to Raji et al., (2024) ubiquity provided more synergy in digital marketing and thus improved awareness of the brand as well as consumer outreach. Tools of analysis should determine the accessibility of digital information as well as the accessibility of offers. Credibility is a core foundation of digital marketing, being the greatest driver of consumer belief and brand engagement. More digital consumers exhibit a significant dependence on credible sources of information in their decision-making. The potential for digital marketing to build credibility through open and continuous communication is crucial (Aldi & Adisaputra, 2024; Premasinghe et al., 2021). Credible content has a significant impact on the financial performance of businesses undertaking digital marketing, according to (Premasinghe et al., 2021)

Surveys have the capacity to measure brand transparency, information reliability, and the influence of word-of-mouth reviews and user-generated content on consumer trust (Karageuzián et al., 2021). Credibility is a vital aspect that encourages consumer participation and conversion; therefore, these traits have the highest importance.

Customer trust

Customer trust is essential in digital marketing since consumers are depending more and more on social media and online channels for information, reviews, and purchase decisions. Coffee companies must make it a high priority to use digital marketing techniques to establish and preserve customer confidence. Price fairness refers to how consumers assess the equity and suitability of a company's or brand's pricing for its goods or services. People are more inclined to purchase from businesses they believe offer fair prices that are commensurate with the value they receive; hence, pricing fairness has a significant influence on consumer choices. However, when buyers feel that the price is unjust or too high, they may feel negative emotions including aggravation, rage, and discontent. Their intention to buy may decline as a result, and their loyalty may suffer. The strong correlation between price and product quality has a major effect on customer satisfaction (Suryaningrat et al., 2021). Consumers' degree of happiness is greatly influenced by the quality of the product since they desire goods that fulfill their requirements and expectations (Rumastari & Sunindyo, 2019; Suryaningrat et al., 2021). Customers want to feel like they are receiving a bargain, so price has a significant influence on their level of pleasure. Customer loyalty, nevertheless (Jennifer & Laulita, 2023) . A retail firm should carefully evaluate pricing methods, such as delivering more diversified and competitive rates, in addition to ensuring higher product quality (Maisaroh & Nurhidayati, 2021). Advertising and service quality could improve as a result (Maisaroh & Nurhidayati, 2021).

Purchase intention

The term "purchase intention" describes a customer's inclination or desire to buy products or services from a specific business or brand. Purchase intention is a key indicator of actual purchasing behavior and is frequently used as the main metric for assessing customer loyalty and marketing efficacy (Nadhiroh & Astuti, 2022). Loyal clients will become the company's most valuable asset when they willingly support its products (Manus et al., 2023). Customer loyalty has emerged as the primary objective for companies since it promotes recurring and long-term purchases that increase income and expansion. Behavioral engagement is the term used to describe customers' concrete acts of support and promotion of the business. Previous research on consumer loyalty focused on the behavioral characteristics of loyalty, namely repeat business (Isnanto & Saputro, 2024). Customer loyalty is a complicated idea that includes both behavioral and attitudinal elements. Customer retention is critical to a business's long-term viability and financial performance (Vermila & Alatas, 2021). A 5% increase in customer retention can result in a 25–95% increase in revenue (Yuningsih et al., 2022). To cultivate customer loyalty, businesses must continuously deliver substantial consumer value (Agistia & Nurcaya, 2018; Pramaswari et al., 2021). The loyalty of the company's clients determines its profitability (Natalia & Fadhlihalim, 2022). Loyal consumers don't need a lot of marketing because they are willing to pay extra to benefit from their preferred brand (Lenggono et al., 2019). Loyalty programs are now a successful strategy for establishing and preserving client relationships, claims (Pal Bariha, 2021). The success of loyalty programs depends on knowing the priorities of the target customer (Hoffman & Lowitt, 2008). Communication, trust, commitment, and dispute resolution are all necessary to cultivate client loyalty (Jakada & Kuka, 2014). (Kyurova & Koyundzhiyska-Davidkova, 2021). Customer loyalty is a viable end objective for marketers in the field of marketing management (Zhang et al., 2010). According to Nasır (2017) and Zhang et al. (2010), businesses that have devoted customers do better and see increases in market share, revenue growth, and customer loyalty.

Price Fairness

Price fairness is a multidimensional notion significant in consumer behavior, reflecting how customers evaluate the appropriateness of pricing in respect to perceived value and societal standards. It is influenced by several elements, including personal and social considerations, procedural justice, distributive justice, and market comparisons. This literature review synthesizes significant findings on price fairness and includes measuring techniques, including indicators and questionnaire items for successful empirical assessment. Maxwell and Comer (Maxwell & Comer, 2010) identify two fundamental components of pricing fairness: personal and social. The personal portion reflects consumers' subjective perceptions of price magnitude, while the social component covers broader society ideas on what makes a fair price. This dual perspective is supported by the findings of Ferguson et al. (Ferguson et al., 2014), who differentiate between procedural fairness (the fairness of the process leading to price determination) and distributive fairness (the fairness of the outcomes). Their data demonstrates that both procedural and distributive fairness are crucial in affecting overall views of pricing fairness. In a similar vein, (Mushagalusa et al., 2022) study the implications of price fairness within the framework of microfinance organizations, emphasizing how equitable pricing might strengthen consumer trust and diminish switching intents. This fits with the concept that fair pricing strategies are naturally linked to consumer pleasure and loyalty (Chae, 2017). Furthermore, (Chapuis, 2012) analyzes the role of price perception processes, proposing that consumers' judgments regarding price fairness may be conceptually separate from the fairness of pricing schemes themselves. To accurately quantify pricing fairness, a robust architecture integrating several variables is necessary. A suggested multidimensional scale (Chung & Petrick, 2015) for measuring price fairness.

Based on the above literature, the research hypothesis is formulated as follows:
H1: Digital marketing affects customer trust H2: Digital marketing affects price fairness
H3: Customer trust influences purchase intention H4: Price fairness affects purchase intention
H5: Customer trust mediates digital marketing with purchase intention
H6: Price fairness mediates digital marketing's effect on purchase intention

The following is an illustration of the conceptual framework of the research:

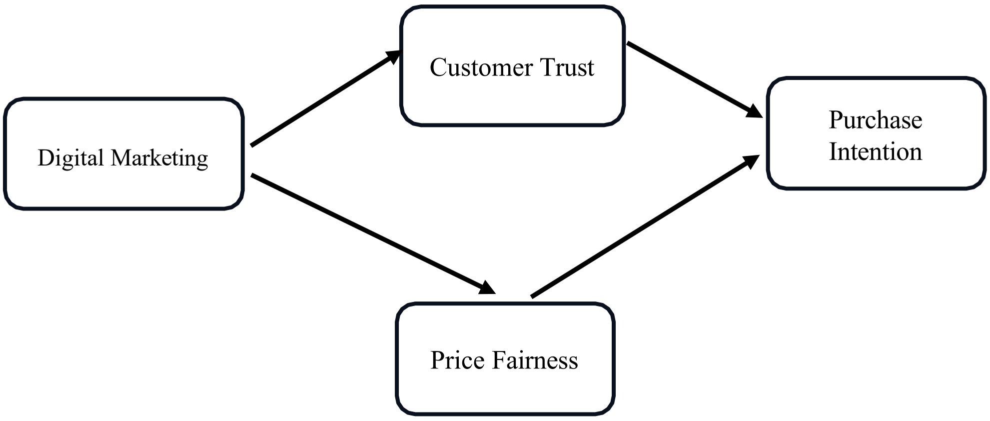

Figure 1. Research framework

RESEARCH METHODS

The current study utilizes the quantitative method with the implementation of the survey method as the more suitable method of exploring the relationship of variables and the generation of generalizations (Hair et al., 2022). The survey was distributed in an effort to gain information from repeat clients of the Palangka Raya area of Central Kalimantan specifically visiting the cafes a minimum of two times per month, with 130 subjects agreeing to the questionnaire. Additionally, the current work utilizes the techniques of random sampling in a bid to gain samples of the workers.

Participants and procedures

The participants visited 27 Palangka Raya coffee shops in Central Kalimantan, Indonesia, more than three times a month. The respondents provided 130 questionnaires online. Analysis of the data and hypothesis testing were performed using Smart PLS 4.1. A questionnaire with items measured on a five-point Likert scale had to be filled in by the participants. Cronbach's alpha more than 0.8 across measurement scales was obtained from the reliability testing. This is as suggested by the criteria formulated by Nunnally (1978) as well as by Chau and Lai (2003).

Table 1. Demograpic of participant

Factors		frequency	percent
Gender	Male	89	68,5
	Female	41	31,5
Income	Under Rp. 2.000.000	5	3,8
	Rp.2.000.000-Rp.3.999.000	17	13,1
	Rp.4.000.000-Rp.5.999.000	27	20,8
	Rp.6.000.000-Rp.7.999.000	28	21,5
	Rp.6.000.000-Rp.7.999.000	17	13,1
	Rp.8.000.000-Rp.9.999.000	16	12,3
	Rp. 10.000.000 or more	20	15,4
Age	17 - 25	9	6,9
	26-35	40	30,8
	36-45	43	33,1
	46-55	32	24,6
	Over 55	6	4,6

Education		High School or less	11	8,5
		Diploma	29	22,3
		College degree	58	44,6
		Graduate degree	32	24,6
Monthly coffee shop visits	3-4		86	66,2
	4-6		34	26,2
	7-10		9	6,9
	more than 11		1	0,8

Digital marketing

To evaluate consumers' perceptions of credibility, survey items could explore aspects such as brand transparency, the reliability of information presented, and the influence of user-generated content and reviews on consumer trust (Karageuzián et al., 2021). These factors are critical in assessing how credibility shapes customer engagement and conversion rates. Using dimensions of Credibility, Interactivity, and Ubiquity, with 12 items on a scale of 1-5.'

Customer trust

Customer trust involves two or more parties with interactions or interests. In the context of the relationship between producers and consumers, trust is the belief of one party in the intentions and behavior of the other party. The concept of trust has four basic dimensions: (1) Integrity; refers to honesty and accuracy, (2) Competence; refers to the knowledge and technical and interpersonal skills of individuals. (3) Consistency is related to the ability to predict and make the right individual assessment in difficult situations. (4) Openness is the willingness of a person to open himself to the other side and to act honestly towards other people's messages (Trini & Salim, 2018). These dimensions are cognitive and sensory trust. Cognitive trust is an individual's awareness of what he knows, while sensory trust is an individual's awareness of the unknown. This study used four items adopt from (Liu et al., 2024) and was measured on a scale of 1-5, namely strongly disagree to strongly agree. Example item, I trust the products and services of this café.

Price Fairness

The reasons evaluated by consumers as positive or fair can be listed as increasing costs, maintaining or increasing quality, preventing losses, or responding to competition. The reasons that are perceived negatively and lead to unfair perception are basically; to exploit the consumer or to get more benefits from the consumer. The ones that are considered neutral are the consumer's tendency to pay more, the increase in demand, and the preservation or improvement of the customer's prestige and satisfaction (Artuğer et al., 2024) This study used 3 items because 1 item did not meet the outer loading value. Measurements use a scale of 1 to 5.

Purchase intention

The term "purchase intention" describes a customer's inclination or desire to buy products or services from a specific business or brand. Purchase intention is a key indicator of actual purchasing behavior and is frequently used as the main metric for assessing customer loyalty and marketing efficacy (Nadhiroh & Astuti, 2022). Measurement of the "purchase intention" variable: There are a number of indicators, such as questionnaire questions, that can be used to measure "purchase intention." Based on different studies, these are the right signs and things that can be used to find out if someone wants to buy something. "I have a strong intention to return to this coffee shop, This study used 3 items with measurements use a scale of 1 to 5.

Statistical Strategy

The author uses PLS-SEM to evaluate the study hypothesis (Hair et al., 2017). PLS-SEM is commonly used in a wide range of scientific fields, including human resources management, marketing, strategic management, and hospitality (Hair et al., 2014; Ringle et al., 2018). SEM PLS is a multivariate statistical analysis to estimate the influence between variables performed simultaneously with reference to the study of exploration/prediction/ development of structural models. This is because the algorithm built in the SEM PLS is to maximize the value of the R square of endogenous variables. On the basis of such an algorithm then the SEM pls is called SEM with the flow of study of exploration/prediction/development of structural models or SEM based on variance.

RESULTS AND DISCUSSION

Model evaluation in PLS is carried out using a two step approach, namely two steps where evaluating the measurement model to obtain adequate requirements and continuing with structural model evaluation to evaluating model quality. Test results outer model shown at table 2.

Table 2. Result of model constructs

Construct	Indicator	Item reliability	Convergent validity		AVE
		Loadings	CR	Alpha	
Digital marketing	DMi1	0,725	0,886	0,907	0,625
	DMi2	0,832			
	DMi3	0,819			
	DMi4	0,782			
	DMu3	0,960			
	DMu4	0,946			
	DMk1	0,928			
	DMk2	0,932			
Customer trust	Comp	0,894	0,905	0,906	0,778
	Conc	0,877			
	Integrity	0,898			
	Opens	0,860			
Price fairness	PF2	0,944	0,929	0,929	0,877
	PF3	0,952			
	PF4	0,913			
Purchase intention	PI1	0,918	0,865	0,873	0,786
	PI2	0,871			
	3	0,871			

Note: CR = Composite Reliability; AVE = average variance extracted

Loading Factor (LF) or outer loading is the correlation between each measurement item and a variable. Rule of thumb, (Hair et al., 2022), (Henseler et al., 2015) use LF ≥ 0,70 as acceptable. The LF research results are all above 0,7. Internal consistency reliability shown by composite reliability (CR) is all with a value greater than 0,7. Apart from Composite Reliability, other measures that describe the level of reliability or internal consistency of reliability are Cronbach's Alpha and Rho A. The research results all have values above 0.7. Average variance extracted (AVE) is the average variation of each measurement item contained by the variable. How far as a whole the variables can explain variations in measurement items, research results show an AVE value ≥ 0,50.

Tabel 3. Discriminant Validity of Constructs

Variables	CT	DM	PF	PI
Discriminant Validity: Fornnel–Larcker Criterion				
Customers Trust (CT)	**0,882**			
Digital Marketing (DM)	0,701	**0,674**		
Price Fairness (PF)	0,578	0,643	**0,936**	
Purchase Intention (PI)	0,478	0,575	0,519	**0,887**
Heterotrait–Monotrait Criterion (HTMT)				
Customers Trust (CT)				
Digital Marketing (DM)	0,760			
Price Fairness (PF)	0,629	0,698		
Purchase Intention (PI)	532	648	572	

We additionally present discriminative validity (DV) according to the Fornell-Larcker criterion and the Heterotrait-Monotrait criterion. The Fornell-Larcker criterion stipulates that the square root of the Average Variance Extracted (AVE) for each construct must exceed the maximum correlation of that construct with all other constructs in the model. The results indicate that the correlation among constructs is superior to those of other constructs. In comparison to the Heterotrait-Monotrait (HTMT) correlation criterion ratio, it surpasses the conventional method for assessing discriminative validity, as evidenced by significantly lower values for both the Fornell- Larcker criterion and cross-loading, utilising 0.85 as the suitable threshold level (Hair et al., 2017).

This method, frequently employed in applied research, fails to reliably identify issues of discriminative validity (Hair et al., 2017), but the HTMT measure is superior to the Fornell-Larcker criterion in detecting discriminant validity. Consequently, discriminant validity (DV) is more effectively evaluated by HTMT (Henseler et al., 2015). DV is employed to assess the variation among different constructs utilising empirical criteria (Hair et al., 2017). To achieve a good level of Discriminant Validity, the results show that all constructs have HTMT scores below 0.90, and the 97.5% bootstrap confidence interval confirms that all values are closely aligned, proving that all research constructs (CT, DM, PF, PI) are different from each other both in theory and in practice.

Table 4. Testing for Potential CMB Based on Full Collinearity

Construct	Inner VIF
Customers Trust -> Purchase Intention	1,502
Digital Marketing -> Customers Trust	1,000
Digital Marketing -> Price Fairness	1,000
Price Fairness -> Purchase Intention	1,502

Note. VIF = variance inflation factor.

If inner VIF > 5 then there is suspicion of multicollinearity. However, in (Hair et al., 2017) a VIF value between 3-5 has the potential for multicollinearity to occur and the ideal is if VIF < 3. Multicollinearity examination in this study with a VIF value < 3 means there is no multicollinearity.

Assessment of Structural Modeling Path Coefficients

Table 5. Path Coefficients for Direct Effects.

Hypotheses	Original sample	T statistics	P values	Report
Digital Marketing -> Customers Trust	0,701	9,229	0,000*	Supported
Digital Marketing -> Price Fairness	0,889	25,394	0,000*	Supported

Customers Trust -> Purchase Intention	0,267	2,315	0,021*	Supported
Price Fairness -> Purchase Intention	0,643	7,035	0,000*	Supported

Note P values** < 0,01, *< 0,05

The results in the table above show that the four path coefficients are significant. The results show that all paths are statistically significant. The structural paths of the remaining constructs are significant based on a two-tailed test at p < 0.05. In Hypothesis 1, we predict that DM has a positive effect on CT. As shown in the table above, this is statistically significant at (t = 9.229; p = 0.000). This shows that DM directly affects PF and the hypothesis is accepted. Hypothesis 2 also predicts that there is a positive and statistically significant relationship between DM and PF. This is also shown by the value (t = 25.394, p = 0.000) that supports the proposed effect in Hypothesis 2; therefore, DM is capable of increasing PF and the hypothesis is accepted. Hypothesis 3 also predicts that CT can improve PI, the hypothesis is accepted. This is also shown by the value (t = 2.315, p = 0.021) that supports the proposed effect in hypothesis 3. Hypothesis 4 also predicts that there is a positive and statistically significant relationship between PF and PI. As shown in the table above, this is statistically significant at (t = 7.035; p = 0.000). This shows that PF directly affects PI and the hypothesis is accepted.

Table 6. Confident Interval path coefficient.

	Original Sample	2.5%	97.5%
DM -> CT	0,701	0,511	0,807
DM -> PF	0,643	0,794	0,932
CT -> PI	0,267	0,047	0,498
PF -> PI	0,364	0,157	0,563

95% confidence interval for each path coefficient between variables. In addition to the significance of the path coefficients, the 95% confidence interval of the path coefficients also needs to be reported. These results are very important in policy recommendations. The magnitude of the influence of DM on CT within a 95% confidence interval is between 0.511 and 0.807. This means that if there are actions or efforts to improve DM, its influence on the increase in CT can rise up to 0.807. The magnitude of the influence of DM on PF within a 95% confidence interval is between 0.794 and 0.932. This means that if there are actions or efforts to improve DM, its influence on the increase in PF can rise up to 0.932. The magnitude of the influence of CT on PI within a 95% confidence interval is between 0.247 and 0.498. This means that if there is an effort to increase CT, its influence on the increase in PI can rise up to 0.498. The magnitude of the influence of PF on PI within a 95% confidence interval is between 0.157 and 0.563. This means that if there are efforts to improve PF, its influence on increasing PI can rise up to 0.563.

Table 7. Path Coefficients for Indirect Effects.

Hypotheses	Original sample	T statistics	P values	Report
DM PF PI	0,234	3,135	0,002	Supported
DM CT PI	0,187	2,176	0,030	Supported

Note: P values < 0,05

Table 7 above shows the t values and p values for each path. Therefore, the estimation that PF mediates the relationship between DM and PI is proven to be positive and significant with a path coefficient of 0.234, which means the hypothesis is accepted. The result is t = 3,135; p < 0.050, which means the hypothesis is accepted. The estimate that CT mediates the relationship between DM and PI is proven to be positive and significant, which means the hypothesis is accepted with a path coefficient of 0.187. The result is t = 2,176; $p < 0.050$, which means the hypothesis is accepted. These results indicate that in this study, it is referred to as complementary partial mediation. To see whether the influence of the exogenous latent variable on the endogenous latent variable has a mediation effect, namely with the values recommended by Cohen in (Ogbeibu et al., 2021), which are 0.175 (high mediation), 0.075 (medium mediation), and 0.01 (low mediation).

Table 8. Interval Path Coefficient Mediation

Original Sample		2.5%	97.5%
DM PF PI	0,234	0,090	0,375
DM CT PI	0,187	0,032	0,370

The confidence interval for the mediation test indicates that the PF variable mediates the effect of DM on PI by between 0.090 and 0.375. This means that if there is an increase in PF, it can mediate the effect of DM on PI by 0.375. The CT variable mediates the influence of DM on PI by between 0,032 and 0.370. This means that if there is an increase in employee CT, it can mediate DM and PI by 0.370.

Evaluation of model quality can be seen from several measures:

R square, according to (Latan et al., 2023), R square values of 0.75, 0.50 and 0.25 mean substantive (high), moderate and weak influence. Another opinion is according to (Chin & Newsted, 1998; Henseler et al., 2016a) where the R square value is 0.67 (high), 0.33 (moderate), 0.19 (weak); The research results show that R square for CT is 0.487 (48,7%) meaning that the influence moderate, R square for PF is 0,408 (40,8%) meaning that the influence moderate, R square for PI is 0,306 (30,6%) meaning that the influence weak. Q square is how much the model's predictive accuracy (PLS path model's predictive accuracy) is described in Q Square redundancy or Q square, which is a measure that describes how well the model has predictive relevance. If Q square is greater than 0, it shows that the exogenous variable has predictive relevance to the constructed endogenous variable. This value is obtained through a procedure called the blindfolding procedure. The results show that Q2 for CT is 0,366, DM is 0,000, PF is 0,342 and PI is 0,236. This means that DM have a low values, CT, PF and PI have moderate values. In Hair et al (2019), if Q square has a value of 0 (low), 0.25 (moderate), 0.50 (high) then the meaning of Q Square is predictive accuracy. F Square effect size measure, which describes how big the influence of the variables in the structural model is. The results showed that the influence of CT on PI was 0.070 (low), DM on CT was 0.964 (large), DM on PF was 0,703 (large), PF to PI were 0,128 (low). The interpretation of the F Square effect size value in (Hair Jr et al., 2022) and (Henseler et al., 2015) is 0.02 (low) 0.15 (medium) 0.35 (large). The effect size value of F Square only explains the magnitude of the direct effect.

Based on the Standardized Root Mean Square Residual (SRMR), which is a tool for measuring model fit, the average value of all standardized residuals is 0.10 < 0.010, meaning it has a good model fit value. The condition used is that an SRMR value below 0.08 indicates a fit model, while an SRMR value between 0.08 to 0.10 is still acceptable (Henseler et al., 2016b)

CONCLUSION

Digital marketing has a significant impact on customer trust and price fairness. In the context of coffee shop business, the implementation of effective digital marketing strategies can enhance customer trust in the brand and their perception of the price fairness offered. This is because digital marketing allows companies to interact directly with customers, provide transparent information, and build strong relationships based on trust and shared values. The interactions that occur in digital marketing enable two-way interactive communication with consumers. Personalized forms of interaction can enhance customer satisfaction and loyalty. Additionally, interactivity on digital platforms influences customer attitudes and how they interact with the company. Companies can tailor messages according to user preferences, thereby enhancing the overall customer experience. Ubiquity in digital marketing also becomes a fundamental aspect. With the presence of digital marketing, customers can make purchases and payments easily from anywhere. Mobile technology increasingly supports customer movement in interacting with brands. Ubiquity provides synergy in digital marketing, enhancing brand awareness and consumer reach. Credibility is an important foundation in digital marketing, serving as a key driver of consumer trust and brand engagement. Digital consumers increasingly rely on credible sources of information when making decisions. Digital marketing has the potential to build credibility through open and sustainable communication. Credible content has a significant impact on the financial performance of businesses that implement digital marketing. Customer trust and price fairness play an important role as mediators in the relationship between digital marketing and purchase intention. shows that the impact of digital marketing on purchase intention is not merely direct but also indirectly brought about by the strengthening of consumer trust and price fairness. Through the establishment of trust in a brand and the perception of price fairness, consumers show an increased intent to purchase. Customer trust is emphasized in digital marketing by the fact that consumers rely heavily on social media and websites to gain information and feedback and hence make informed decisions on purchasing. It is of utmost importance for companies dealing in coffee beans to ensure that they implement digital marketing efforts aimed at building and maintaining the trust of the customer. Price fairness relates to how consumers judge the justice and adequacy of the prices that a company or brand offers on its goods or services. Consumers tend to patronize businesses that they find offer fair prices that correspond with the value they get; therefore, price fairness has a significant impact on consumer decision-making. However, if the price is judged as unfair or high, the consumers might find themselves with negative emotions such as annoyance, anger, and dissatisfaction. Therefore, their intention to purchase is reduced as their loyalty is threatened.

Findings and Implications

The research findings show that digital marketing has a positive as well as significant impact on price fairness and customer trust. This shows that the more effective the digital marketing strategy employed is, the greater the level of customer trust and price fairness is enhanced. Moreover, it is proven that both price fairness and customer trust have a positive and significant relationship with purchase intention. In other words, the higher the level of customer trust and their perception of price fairness, the greater their intention to purchase the offered products or services. This research also found that customer trust and price fairness mediate the relationship between digital marketing and purchase intention. These findings have important implications for marketers and coffee shop business owners. To increase purchase intention, they not only need to focus on developing effective digital marketing strategies but also strive to build customer trust and ensure that the prices offered are considered fair by customers. Customer loyalty has emerged as a primary goal for companies because it encourages repeat and long-term purchases that boost revenue and expansion. Behavioral engagement is a term used to describe concrete actions taken by customers to support and promote a business. Previous research on consumer loyalty focused on the behavioral characteristics of loyalty, namely repeat business. To foster customer loyalty, businesses must continuously provide significant consumer value. The loyalty of the company's clients determines its profitability. Loyal customers do not require much marketing because they are willing to pay more to enjoy the benefits of their chosen brand. Loyalty programs have now become a successful strategy for building and maintaining client relationships. The success of loyalty programs depends on understanding the priorities of target customers. Communication, trust, commitment, and dispute resolution are all necessary to foster client loyalty. Customer loyalty is a worthy ultimate goal for marketers in the field of marketing management. Consistent with the conclusions of Nasr (2017) and Zhang et al. (2010), organizations with customer loyalty experience improved performance and experience growth in revenue, market share, and customer loyalty. This study has significant conclusions with respect to the influence of digital marketing on purchase intention in the coffee shop business, specifically with regard to the mediating roles of price fairness and customer trust. First, digital marketing has a positive and statistically significant influence on price fairness and customer trust. Secondly, price fairness and customer trust both show a positive and statistically significant influence on purchase intention. Thirdly, price fairness and customer trust act as mediators of the relationship between digital marketing and purchase intention. Therefore, it is possible to deduce that digital marketing is an effective means of enhancing purchase intention in the coffee shop business; however, its effectiveness is intensified when it evokes customer trust and ensures that prices observed by consumers are considered fair.

Research Limitations

The current study has a number of limitations that should be taken into account when interpreting its outcomes. First of all, the study is limited to Palangka Raya, Central Kalimantan, which might limit the applicability of its outcomes to other regions with dissimilar characteristics. Secondly, the paper applies a survey method with an online questionnaire that might make its outcomes susceptible to response bias and self-selection bias. Thirdly, the current paper focuses solely on the mediating roles of price fairness and customer trust and omits other possibly meaningful factors that might play a part in the mediation of the relationship between digital marketing and purchase intention. This study, however, makes a valuable contribution toward an understanding of the role of digital marketing in the formation of purchase intent in the coffee shop market and clarifies the key mediating roles of price fairness and customer trust in the process. Recognizing the potential shortcomings of the current study, there are a number of avenues of follow-up research that emerge. First of all, follow-up work might be carried out in other geographic regions with differing attributes in order to test the generalizability of the findings of the current study. Secondly, the use of alternative methods of conducting the study, such as the conduct of experiments or the use of case study methodology, might avoid the potential flaws inherent in the use of surveys. Thirdly, it might be valuable for future studies to test other mediating variables that might affect the relationship between digital marketing and purchase intent, such as brand image, value perception, or customer satisfaction. Fourthly, consider investigating the implications of the specific digital marketing tactics of social media marketing, content marketing, or email marketing on the relationship between digital marketing and purchase intent. Such research would provide more specific information regarding which digital marketing methods prove most effective in their achievement. Lastly, follow-up research might explore the moderating role of demographic factors such as age, sex, or income across the relationships between digital marketing, customer trust, price fairness, and purchase intent. Such an investigation will allow the identification of more responsive segments of the population of potential customers as well as the segments needing different strategic recognition.

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