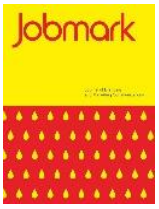
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The Effect of Digital Marketing Communication on Consumers' Perceived Value of the Kopling Brand

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ABSTRACT

Competition in the food and beverage industry is shifting as consumer behaviour changes and more people turn to digital media. Mobile coffee businesses in Mataram City reflect this shift in competitive dynamics, especially as mobile coffee brands offering a wide range of products, prices, flavours, and brand identities gain popularity. This study uses a quantitative survey approach with 98 respondents selected through purposive sampling based on prior purchases of Kopling mobile coffee products and information obtained through digital media. Data were collected with a Likert-scale questionnaire and analysed using simple linear regression in SPSS. The results indicate that digital marketing communication has a positive and significant effect on consumers' perceived value, with a regression coefficient of 0.289 and a significance level of 0.014 < 0.05. An R-squared value of 0.061 indicates that digital marketing communication explains 6.1% of the variation in perceived value, while other factors outside the research model account for 93.9%. The study discussed these findings using the Integrated Marketing Communication framework by Schultz, Tannenbaum, and Lauterborn (1993) and Zeithaml's Perceived Value Theory (1988). The study highlights digital marketing communication as a meaningful driver of perceived value, while also showing that product quality, taste, price, service, and the consumption experience remain essential to maximize consumer value.

Keywords

Coffee business; consumer behaviour; consumer value; integrated marketing communication; mobile coffee

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INTRODUCTION

Entrepreneurship in Indonesia has undergone dynamic changes in recent years, particularly within the micro, small, and medium enterprise (MSME) sector, which has become increasingly adaptable to shifting consumer behaviours, technological advancements, and new market opportunities. The culinary industry exemplifies this trend; it has evolved beyond merely providing food and beverages as basic necessities to becoming an integral part of the urban lifestyle. The emergence of innovations ranging from products, service models, and distribution systems to marketing strategies demonstrates that culinary businesses no longer compete solely on taste and price, but also on their ability to create experiences and value that appeal to consumers. In this context, the transformation of culinary businesses is increasingly linked to the entrepreneur's

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capacity to interpret changing consumer needs and translate them into relevant products and communication strategies. Febrianti & Prehanto (2022), highlight that the shift toward digital marketing has become a crucial aspect of how culinary MSMEs adapt to the times, as digitalization offers opportunities to expand market reach and ensure business sustainability. This perspective is reinforced by Ramadhan & Maulana (2026), who indicate that the growth of the digital economy and high social media usage have established digital marketing as a vital tool for culinary MSMEs to boost product visibility and broaden their market presence. Consequently, the current development of culinary businesses is inextricably linked to entrepreneurs' ability to integrate product innovation, entrepreneurship, and consumer communication within the digital landscape.

This entrepreneurial development is also strongly relevant to the direction of national development as reflected in the Asta Cita (Eight Missions) of the Prabowo Subianto and Gibran Rakabuming Raka administration. Within the Ministry of MSMEs' 2025–2029 policy framework, the third Asta Cita explicitly prioritizes the creation of quality jobs, the promotion of entrepreneurship, and the development of the creative industry as integral parts of the development agenda. The positioning of MSMEs within this agenda shows that community-based business activities are not merely individual economic pursuits; they also contribute to job creation, stronger local economies, and the development of entrepreneurial capacity. Evinita et al. (2025), emphasize that MSMEs are a vital pillar of the Indonesian economy, necessitating enhanced competitiveness and financial performance aligned with the Asta Cita vision. From this perspective, the emergence of various innovative culinary business models can be viewed as a tangible manifestation of entrepreneurship driven by creativity and the ability to identify market opportunities. One such innovation is the mobile coffee business, which offers a business model distinct from conventional coffee shops by combining beverage products, mobility, location flexibility, and a direct approach to consumers. Consequently, the mobile coffee business warrants study not only as a culinary business phenomenon but also as a component of local entrepreneurial dynamics flourishing within the creative and digital economic ecosystem.

Alongside the growth of entrepreneurship, digital transformation has reshaped how business owners build relationships with consumers. While marketing activities previously relied heavily on face-to-face interaction, banners, brochures, or word-of-mouth recommendations, businesses can now communicate with consumers through Instagram, TikTok, WhatsApp Business, online marketplaces, and other digital media. This shift has transformed marketing communication from a mere process of conveying product information into a multifaceted process of capturing attention, fostering engagement, establishing brand identity, and shaping consumer perceptions of a product. Hakim et al.(2025), explain that for culinary MSMEs (Micro, Small, and Medium Enterprises), social media serves not only as a promotional tool but also as a strategic instrument for building brand identity, expanding market reach, enhancing consumer engagement, and cultivating long-term customer relationships. Pratama et al. (2025), reported similar findings, showing that culinary MSMEs' use of social media can expand market reach, improve customer communication, and strengthen both brand image and consumer trust. These changes mean consumers can now become familiar with a product before meeting the seller in person or tasting it. Visual content, storytelling, customer reviews, comments, pricing information, and social media interactions serve as sources of information that shape the consumer's initial impression of a product. In other words, the digital realm has become a communication space

that plays a pivotal role in shaping how potential consumers perceive a culinary product.

This shift in marketing communication patterns has coincided with the rise of the mobile coffee vendor phenomenon, which is increasingly capturing public interest. Mobile coffee vending is an innovative business model that brings coffee products directly to consumers using carts or vehicles that can move between locations. This model offers a new alternative for consumers seeking relatively affordable coffee without visiting a conventional coffee shop. In Lombok, this business model has become increasingly apparent since 2024. In October 2024, RRI Mataram reported the emergence of KopLing, an initiative that converts electric bicycles into mobile coffee carts. This phenomenon illustrates how local entrepreneurs are responding to coffee consumption trends by creating business models that are more flexible and closer to consumers. Over time, the mobile coffee concept has evolved beyond merely offering beverages; it creates a unique experience by allowing consumers to find vendors in public spaces, office districts, sports areas, city streets, and other activity-filled locations. Research by Widiasti & Mahardika(2026), on KOPLING Mataram highlights that the key characteristics of the mobile coffee business lie in fleet mobility, service speed, and brand management as part of a competitive strategy. These developments show that mobile coffee vending has grown from a simple sales alternative into a distinct culinary entrepreneurship model defined by unique characteristics of communication, mobility, and brand competition.

This phenomenon becomes particularly interesting in the context of Mataram City, a hub for economic, educational, and governmental activities, as well as a center of public mobility in West Nusa Tenggara. A 2025 report by Lombok News indicated around thirty mobile coffee brands operating in Mataram City, each deploying a fleet of carts typically modified electric bicycles. The product offerings have evolved beyond coffee with a single flavour profile into a diverse range of variants tailored to consumer tastes. Some vendors even incorporate local Lombok coffees such as those from Sembalun, Selelos, and Sajang into their product lineups. This development demonstrates that mobile coffee has become an integral part of Mataram's urban culinary landscape. The phenomenon reflects a shift in the competitive structure of the mobile coffee business: consumers are no longer limited to one or two options but face numerous brands offering similar products with varying flavour profiles, price points, visual identities, locations, and purchasing experiences. Consequently, the proliferation of mobile coffee brands in Mataram City signifies not only business growth but also a new challenge in marketing communication: how each brand can establish a distinct value perception amidst the abundance of choices available to consumers.

The growing number of mobile coffee brands naturally gives consumers a wider array of choices. In this context, consumer decisions are not always driven solely by price or taste, as many products offer similar price points and fall into comparable categories. Consumers begin to consider other factors, such as product quality, visual appeal, packaging, sales location, accessibility, brand reputation, past experiences, recommendations from others, and information gathered via digital media. Widiasti & Mahardika (2026), highlight intensifying competition in Mataram City's mobile coffee sector driven by the large number of vendors and low barriers to entry making brand identity, reputation, mobility, and service consistency crucial for maintaining competitiveness. This situation puts consumers in a position to compare brands before choosing. At this point, marketing communication becomes crucial, as a brand must articulate why its product is a better choice than the alternatives. Consumers might encounter several mobile coffee brands with comparable price points yet choose a specific one because its content is more engaging, its

product information more convincing, its communication style feels more personal, or the product is perceived to offer greater benefits. Consequently, competition among mobile coffee vendors in Mataram is not just about the product itself, but also about creating meaning and value in consumers' perceptions.

Amidst such competition, digital marketing communication serves as a key instrument for mobile coffee brands to showcase their strengths and build relationships with consumers. Digital media enables brands to highlight various aspects of their products that are difficult to convey through brief, in-person interactions at the point of sale. Through photos and videos, for instance, brands can display the beverage's appearance, preparation process, ingredients, menu variety, pricing, sales locations, and even the consumer experience. By utilizing captions, storytelling, comments, and responses to customer inquiries, brands can also cultivate a more personal communication style. Research by Armadhani & Amanah (2025), on digital marketing communication effectiveness for MSMEs indicates that such communication can be analysed through the stages of consumer attention, interest, desire, and action.

Meanwhile, Hakim et al. (2025), emphasize the importance of storytelling, creative and interactive content, influencers, customer engagement, and digital advertising in fostering relationships between culinary MSMEs and their consumers. This implies that digital marketing communication is not merely a matter of how frequently a brand posts content, but also how messages are crafted to be relevant, informative, and engaging thereby giving consumers a compelling reason to notice and consider the product. In the context of mobile coffee businesses, the ability to communicate products digitally is increasingly vital; given the business's mobile nature, digital media acts as a bridge between the brand and the consumer, facilitating the sharing of information regarding locations, menus, promotions, and the specific experiences offered at any given time.

Digital marketing communications used by mobile coffee brands do not merely provide information; they also shape how consumers assess a product's value. A relevant concept for explaining this process is perceived value the value as experienced by the consumer. Perceived value essentially reflects a consumer's subjective evaluation of whether the benefits derived from a product justify the sacrifices made to obtain it. In the context of culinary products, these sacrifices extend beyond monetary cost to include time, effort, acquisition costs, and the risk that the product may not meet expectations. Conversely, benefits may encompass quality, taste, experience, emotional satisfaction, convenience, and perceived social value. Halimah et al.(2022), demonstrated a positive relationship between perceived value and customer satisfaction in food services, while Wijayantiarni (2022), showed a link between perceived food quality and perceived value for cake and bakery products. These findings indicate that for food and beverage products, perceived value is inseparable from the consumer's experience of product quality. Consequently, when consumers view digital content from a mobile coffee brand showcasing ingredient quality, taste, affordability, speed of service, and an engaging experience, that information forms the basis for assessing whether the product offers worthwhile value. Thus, perceived value can be understood as a form of consumer evaluation arising from the interplay between received information, formed expectations, and the product's perceived benefits.

In the context of mobile coffee, perceived value is particularly significant because products fall into a category where consumers can easily compare options. Consumers may encounter multiple brands at similar price points and evaluate whether each offers equivalent benefits or possesses distinct advantages. One consumer might consider a price of IDR 10,000 to be low

and worthwhile, given the satisfying taste, adequate portion size, fast service, and ease of finding the vendor. Another consumer might deem the same price poor value if the product's taste fails to align with expectations or the information conveyed through digital media. Thus, perceived value is not merely a matter of low or high cost, but rather an assessment of "how worthwhile the product is compared to what I spent to acquire it." This aligns with research by Wirya & Syah(2022), which indicates that attitudes, the processing of advertising information, and perceived value are linked to the formation of consumer interest following exposure to marketing communications. Research by Silitonga (2022), also demonstrates a relationship between social media marketing and consumer behaviour, highlighting perceived value as a crucial element in understanding consumer responses to digital marketing. In the culinary context, Halimah et al. (2022), show that perceived value is associated with customer satisfaction regarding food services. Therefore, perceived value is a relevant concept for understanding why consumers might choose one mobile coffee brand over another, even when the products, prices, and sales methods appear relatively similar.

The relationship between digital marketing communication and perceived value becomes increasingly clear when communication is understood as a process of perception formation rather than merely the transmission of messages. Digital content essentially provides consumers with various cues regarding what to expect from a product. When a brand showcases material quality, hygienic production processes, specific flavour profiles, pricing, customer testimonials, and appealing product visuals, consumers gather information that they subsequently use to form an initial assessment of the product's benefits. Yassaroh et al.(2023), specifically show that viral marketing as a marketing communication strategy influences the formation of brand perceived value, indicating that communication activities contribute to the value consumers perceive. Findings by Clarence & Keni (2022), further show that digital marketing and customer engagement are factors linked to customer perceived value and consumer behaviour. Moreover, research by Ardhanari & Viphindrartin (2026), found that social media marketing affects perceived value and that perceived value strongly predicts purchase intention among Indonesian consumers. These findings show that communication via digital media can influence not only brand awareness but also how consumers evaluate the benefits and value a brand offers. In the context of mobile coffee vendors in Mataram City, this relationship is particularly interesting because consumers encounter numerous brands competing to convey messages regarding quality, price, flavour, uniqueness, and the product experience. Consequently, research on the impact of digital marketing communication on perceived value can help clarify how consumers translate digital messages into value assessments.

Numerous prior studies have examined the relationships among digital marketing, social media, perceived value, and consumer behaviour. Research by Ramadhan & Maulana (2026), for instance, demonstrates that digital marketing has become a vital tool for culinary MSMEs to enhance visibility and expand their markets. Ibrahim & Widodo (2025), found that viral marketing and social media activities boost consumer purchase interest in culinary MSMEs, while Lukiya & Lestari (2024) showed that social media and e-commerce contribute to the competitiveness of these businesses. Meanwhile, studies on perceived value indicate a link between this construct and both consumer satisfaction and behaviour. Halimah et al. (2022), identified the influence of perceived value on customer satisfaction in food services, whereas Wijayantiarni (2022), found a positive relationship between perceived food quality and perceived value among cake and bakery

consumers. Research by Yassaroh et al. (2023), offers a perspective closely aligned with the current study, as it specifically links marketing communication strategies to the formation of perceived value. Additionally, recent work by Ardhanari & Viphindrartin (2026), indicates that social media marketing influences Indonesian consumers' perceived value and purchase intentions. Collectively, these studies show that digital marketing/communication and perceived value have garnered significant attention in marketing research; however, most existing studies focus on MSMEs in general, specific product categories, or outcomes such as purchase interest, purchase decisions, satisfaction, and competitiveness.

While research on digital marketing, social media, and perceived value continues to evolve, a research gap remains particularly regarding mobile coffee brands in Mataram City. First, in terms of context, digital marketing studies on culinary MSMEs typically address businesses with fixed locations or relatively static product offerings; in contrast, mobile coffee businesses are characterized by mobility, resulting in distinct patterns of interaction between the brand and the consumer. Second, existing studies often treat purchase decisions, purchase intentions, sales figures, satisfaction, or competitiveness as primary outcomes, whereas perceived value as a result of digital marketing communication has rarely been the central focus of research. Thirdly, concerning the local context, research by Widiasti & Mahardika (2026), demonstrated that competition among mobile coffee vendors in Mataram City is intensifying and that brand management is a crucial strategy for navigating this landscape; however, that study focused on competitive strategies and brand management from the vendor's perspective, rather than on how digital marketing communication influences perceived value from the consumer's viewpoint. This creates a research opportunity to examine the mobile coffee phenomenon not merely from the perspective of business operators, but from that of consumers the recipients and interpreters of marketing communication messages.

Given the preceding discussion, this study highlights the critical importance of managing digital messages not merely to increase post volume or introduce products, but to cultivate a strong perception of value in consumers' minds. This is essential because consumers do not always choose products based solely on the lowest price; rather, they weigh whether the overall benefits justify the cost. From the perspective of Asta Cita, strengthening entrepreneurial and creative industry capacities requires local enterprises that are not only capable of generating employment but are also resilient and competitive.

Accordingly, this study examines the effect of digital marketing communication on consumer perceived value regarding mobile coffee brands in Mataram City. The research aims to contribute to marketing communication studies while offering practical insights for mobile coffee entrepreneurs on how to establish digital communication that is more relevant, persuasive, and valuable to consumers.

METHOD

This study aims to examine the influence of Digital Marketing Communication (X) on Consumer Perceived Value (Y) regarding mobile coffee products in Mataram City. A quantitative approach was selected because the research data consists of respondents' perception scores, which can be measured and statistically analysed to test the formulated hypotheses. Sugiyono (2022) explains that quantitative research is used to study specific populations or samples through analytical and statistical instruments to test hypotheses. The subjects of this study are consumers of mobile coffee products in Mataram City—specifically those who have purchased or consumed such products and have encountered information about mobile coffee brands via digital media.

This study employs a non-probability sampling technique, specifically purposive

sampling, wherein respondents are selected based on criteria and characteristics aligned with the research objectives. Sugiyono (2022) states that purposive sampling is applied when a researcher uses specific criteria to determine sample members. The respondent criteria for this study include: (1) residing or conducting activities in Mataram City; (2) being at least 17 years old; (3) having purchased or consumed mobile coffee in Mataram City; (4) being aware of at least one mobile coffee brand; and (5) having seen or received information about mobile coffee brands via digital media such as Instagram, TikTok, WhatsApp, or other social media platforms. A sample size of 98 respondents was determined based on the consideration that this number would yield data capable of capturing diverse consumer perceptions regarding various mobile coffee brands.

FINDINGS AND DISCUSSION

Result

Table 1. Normality Test

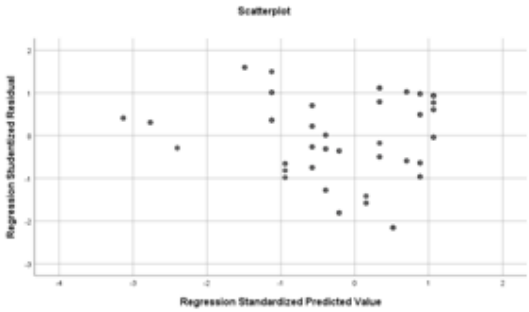
One-Sample Kolmogorov-Smirnov Test			
	Unstandardized Residual		
N	98		
Normal Parametersa,b	Mean		.0000000
	Std. Deviation		6.20625996
Most Extreme Differences	Absolute		.116
	Positive		.102
	Negative		-.116
Test Statistic	.116		
Asymp. Sig. (2-tailed)	.002c		
Monte Carlo Sig. (2-tailed)	Sig.		.135d
	99% Confidence Interval	Lower Bound	.127
		Upper Bound	.144

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.

Source: SPSS analysis

Based on Table 1, the Kolmogorov-Smirnov normality test results using the Monte Carlo approach yielded a significance value of 0.135. This value exceeds 0.05 (0.135 > 0.05); therefore, based on the Monte Carlo approach, the residuals in the regression model are considered to be normally distributed. Although the Asymp. Sig. value is 0.002, this study uses the Monte Carlo Sig. value as the basis for decision-making, as that approach provides a significance estimate based on distribution simulation.

Heteroskedasticity Test



Source: SPSS analysis

Figure 1 (Scatterplot) shows the absence of a clear pattern (no discernible pattern is formed), with data points scattered above and below the zero mark on the Y-axis. This indicates that heteroscedasticity is not present in these variables.

Table 2. Glejser Test

Coefficientsa						
Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.334	2.108		.633	.528
	Digital Marketing Communication	.113	.061	.187	1.862	.066

a. Dependent Variable: Abs_Res

Source: SPSS analysis

Based on the Glejser test results in Table 2, the Digital Marketing Communication variable has a significance value of 0.066. This value exceeds the 0.05 significance level (0.066 > 0.05). Thus, the Digital Marketing Communication variable does not exhibit symptoms of

heteroscedasticity. These results are corroborated by the scatterplot, which shows that residual points are randomly distributed above and below the 0 mark on the Y-axis and do not form a specific pattern. Consequently, the regression model satisfies the assumption of homoscedasticity.

Simple Regression Test

Table 3. Simple Regression Test

Coefficientsa						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B		Std. Error	Beta		
1	(Constant)	32.664	3.999		8.169	.000
	Digital Marketing Communication	.289	.116	.248	2.504	.014
a. Dependent Variable: Consumer Perceived Value						

Source: SPSS analysis

Based on the simple linear regression analysis results in Table 3, the regression equation Y = 32.664 + 0.289X was obtained. The constant value of 32.664 indicates that if the Digital Marketing Communication variable is 0, Consumer Perceived Value is predicted to be 32.664. Furthermore, the regression coefficient for Digital Marketing Communication (0.289) indicates a positive relationship. This means that every one-unit increase in Digital Marketing Communication is predicted to increase Consumer Perceived Value by 0.289 units. The test results show a calculated t-value of 2.504 with a significance value of 0.014. At a 5% significance level, the value 0.014 < 0.05; therefore, H_0 is rejected, and H_1 is accepted. It can be concluded that Digital Marketing Communication has a positive and significant effect on Consumer Perceived Value for mobile coffee products in Mataram City.

Determination Test

Table 4. Determination Test

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.248a	.061	.052	6.239
a. Predictors: (Constant), Digital Marketing Communication				
b. Dependent Variable: Consumer Perceived Value				

Source: SPSS analysis

Based on Table 4, an R-square value of 0.061 was obtained. This value indicates that Digital Marketing Communication explains 6.1% of the variation in Consumer Perceived Value, while 93.9% is influenced or explained by factors outside the research model. An R-value of 0.248 indicates a positive relationship between Digital Marketing Communication and Consumer Perceived Value, though the relationship is relatively weak. Thus, although the t-test shows that Digital Marketing Communication has a positive and significant effect on Consumer Perceived Value, the variable's contribution to explaining variation in Perceived Value is relatively small.

Discussion

The research results indicate that digital marketing communication has a positive and significant effect on consumer perceived value regarding mobile coffee products in Mataram City. Simple linear regression analysis yielded a regression coefficient of 0.289, with a calculated t-value of 2.504 and a significance value of 0.014 ($p < 0.05$). These findings suggest that the better the digital marketing communication consumers receive, the higher the perceived value of mobile coffee products. Simply put, the coefficient of 0.289 indicates that for every one-unit increase in digital marketing communication, consumer perceived value is estimated to increase by 0.289 units. These findings show that digital media serves not only as a means to convey information about product availability, price, location, and promotions but also as a communication space that enables consumers to form judgments about a product's benefits and value both before and after purchase. These

results align with the study by Amin et al.(2024), which found that digital marketing significantly influences consumer perceived value in Indonesia. That study indicates that digital marketing activities can shape consumers' perceptions of a product's or service's value.

When analysed through the Integrated Marketing Communications (IMC) perspective of Schultz et al.(1993), these findings reveal that the power of marketing communication lies not merely in the existence of a message, but in how various forms of communication are planned in an integrated manner and directed at consumers to produce a consistent message. Schultz et al. (1993) place the consumer at the center of the marketing communication process and emphasize the importance of using various communication channels in a coordinated way to deliver a unified message. In the context of mobile coffee businesses in Mataram City, this perspective is particularly relevant; today's consumers do not merely obtain information through direct interaction when purchasing coffee but can also discover a brand via Instagram, TikTok, WhatsApp, promotional content, product photos, short videos, location details, consumer reviews, and other forms of digital communication. Consequently, digital marketing communication can be viewed as part of an integrated communication process that helps mobile coffee brands build an identity, convey product strengths, and create a communication experience before the consumer makes a purchasing decision.

The proliferation of mobile coffee brands in Mataram City provides crucial context for understanding these research findings. The growth of various mobile coffee brands means consumers face an increasing number of product choices that physically speaking fall into the same category: ready-to-consume coffee sold via a mobile model. This situation fosters competition that extends beyond price and taste to encompass each brand's ability to communicate its identity and strengths to consumers. In this landscape, digital media has become a key arena for capturing consumer attention. Brands that deliver engaging, informative, relevant, and consistent communication are more likely to enter the consumer's consideration set. Schultz et al. (1993) IMC perspective helps explain that effective marketing communication should not operate in silos; instead, it should construct an integrated message across various consumer touchpoints. From Instagram posts and TikTok videos to promotional information, WhatsApp communication, and direct interactions between sellers and consumers, the ideal approach is to convey a relatively consistent value proposition for the coffee brand. This is crucial because, in the increasingly competitive mobile coffee market, great taste alone is not enough if consumers lack the information and communication experiences needed to form a positive perception of the brand.

The research findings can also be explained through the Perceived Value Theory developed by (Zeithaml, 1988). Zeithaml explains perceived value through the relationship between price, perceived quality, and the value experienced by the consumer. From this perspective, value is not merely an objective characteristic inherent in a product; rather, it is a consumer's subjective assessment of what is gained versus what is sacrificed. Zeithaml (1988), specifically constructed a conceptual model linking price, perceived quality, and perceived value. When applied to mobile coffee vendors, consumers do not simply consider whether the coffee is cheap or expensive; they evaluate whether the price is commensurate with the taste, ingredient quality, product size, service, accessibility, purchasing experience, convenience, and emotional benefits derived. In this context, digital marketing communication serves as a source of information that helps consumers form expectations about product benefits before purchase. When information received via digital media convincingly conveys quality, taste, product uniqueness, price, sales locations, and other consumer experiences,

consumers possess a stronger basis for evaluating the product's value.

The relationship between IMC and perceived value in this study is evident in how communication messages transform into value perceptions within the consumer. For instance, when a mobile coffee brand uploads photos or videos of its products, it is not merely showcasing the product visually; it is also communicating quality, image, experience, and brand identity. When such content is created engagingly and consistently, consumers can form expectations about the quality of the product offered. Similarly, when a brand actively provides information such as the location of electric bikes or coffee carts, prices, menus, promotions, and operating hours this communication reduces consumer uncertainty. It enhances perceptions of convenience and the benefits gained. Within the IMC framework, these messages ideally reinforce one another, ensuring consumers form a consistent impression of the brand.

Meanwhile, from the perspective of perceived value, this information becomes part of the consumer evaluation process in determining whether the offered benefits are commensurate with the required sacrifices. In this context, IMC clarifies the strategic process of brand communication, whereas Perceived Value Theory explains how consumers evaluate a product's value based on their perceptions. Together, these two perspectives provide complementary theoretical explanations for the relationships identified in this study.

The research results reveal a highly interesting finding: an R-squared value of 0.061, or 6.1%. This figure indicates that digital marketing communication accounts for only about 6.1% of the variation in consumer perceived value. In comparison, the remaining 93.9% is attributable to factors not included in the research model. This finding does not imply that digital marketing communication is unimportant as the t-test results demonstrated a significant influence but rather highlights that the perceived value of mobile coffee products is a complex construct shaped by more than just communication. From Zeithaml (1988) perspective, perceived value results from a consumer's evaluation of various benefits and sacrifices; thus, marketing communication is merely one source of information used to form that assessment. For mobile coffee products, factors such as taste, coffee quality, price, drink size, vendor service, sales location, accessibility, cleanliness, consumption experience, ambiance, brand image, recommendations from friends, and prior purchasing experiences likely play a role in determining perceived value. Consequently, the low R-squared value conveys a crucial message: digital marketing communication should be understood as part of the broader consumer experience ecosystem, rather than the sole determinant of the value consumers perceive.

The findings also demonstrate that digital marketing communication serves distinct functions regarding attracting consumer attention versus shaping the overall value experience. Digital content may entice consumers to try a mobile coffee brand, but whether the product is valuable or worth a repeat purchase is likely determined after consumers compare the expectations formed through communication with the experience of consuming the product. For instance, a brand might showcase appealing coffee photos, produce high quality videos, provide clear pricing information, and maintain active social media engagement. Such communication can generate positive expectations. However, if, upon purchase, consumers find the taste falls short of expectations, the service is poor, the price seems too high, or the product quality is inconsistent, perceived value may decline. Conversely, if the experience meets or exceeds the expectations established through digital communication, perceived value may increase. This is where Zeithaml's (1988), concept becomes important, as consumer value is essentially the result of evaluating the

relationship between the benefits received and the sacrifices made.

From an Integrated Marketing Communications perspective, the findings indicate that digital media use must be paired with integrated message management. Mobile coffee brands cannot simply upload content; they must ensure that messages across channels reflect a consistent identity and value proposition. Schultz et al. (1993), emphasized the importance of a consumer-oriented communication approach that is integrated across channels. In this study, such integration is achieved by aligning social media messaging with the actual product experience. If social media portrays the coffee as high quality, affordable, convenient, modern, and flavourful, the consumer's purchasing experience should reinforce that message. In other words, effective digital communication goes beyond generating engagement; it must set realistic expectations that the consumption experience then validates. When the communication message aligns with the experience, the likelihood of creating positive perceived value increases significantly.

Regarding the research objectives, these findings demonstrate that digital marketing communication is a crucial tool for mobile coffee brands in shaping consumer perceived value amidst the increasingly diverse brand landscape in Mataram City. Competition among mobile coffee vendors is no longer confined to physical sales locations; it extends to the digital realm, where consumers seek information, compare products, view recommendations, and form expectations. Research by Amin et al. (2024), provides empirical support for the significant influence of digital marketing on perceived value, albeit within an e-commerce context. Thus, this study contributes by extending this relationship to mobile local culinary products specifically mobile coffee businesses in Mataram City. The unique characteristics of mobile coffee combining mobility, consumer proximity, affordability, convenience, and digital communication distinguish this subject of study from conventional culinary businesses. This highlights that digital marketing communication serves as a means for mobile coffee vendors to differentiate their brands in an increasingly crowded market.

CONCLUSION

Digital marketing communication has a positive and significant influence on consumer perceived value. Simple linear regression analysis shows a coefficient of 0.289, a calculated t-value of 2.504, and a significance value of 0.014 (less than 0.05). These findings indicate that the better the digital marketing communication employed by mobile coffee brands, the more positively consumers tend to evaluate the value derived from the products. Consequently, the research hypothesis stating that digital marketing communication influences consumer perceived value is accepted. In this context, digital communication serves not only as a medium for conveying information about products, prices, locations, and promotions but also as a means for brands to build perceptions, expectations, and relationships with consumers.

Drawing on the Integrated Marketing Communication (IMC) perspective integrated communication across digital channels helps mobile coffee brands convey their identity and product value more consistently. Meanwhile, based on Perceived Value Theory, consumer perceived value results from a subjective evaluation comparing the benefits received with the sacrifices made. In the context of mobile coffee, digital marketing communication helps consumers recognize a brand's quality, taste, price, uniqueness, convenience, and experience. However, such communication is not the sole determinant of perceived value formation. This is evidenced by an R-Square value of 0.061 (or 6.1%), meaning that digital marketing communication accounts for only 6.1% of the variation in perceived value, while factors outside the research model influence 93.9%. Thus, the research findings confirm that the

perceived value among consumers of mobile coffee vendors is a complex construct, likely influenced by taste, product quality, price, service, location, ease of access, consumption experience, brand image, and recommendations from other consumers.

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