Relationship between customer, cost, convenience, and communication on consumer buying decisions

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Abstract

The purpose of this study was to determine whether the customer is positively related to the buying decisions of consumer at Cafe Bukit Delight Malang, to determine whether cost is positively related to the buying decisions of consumer to Cafe Bukit Delight Malang, to determine whether convenience is positively related to the buying decisions of consumer to Cafe Bukit Delight Malang, and to find out whether communication is positively related to the buying decisions of consumer to Cafe Bukit Delight Malang. The benefit of this research is that it becomes a material for consideration and input for companies and insights for future researchers. The results of this study can be concluded that the variables customer, cost, convenience and communication have a significant and direct relationship with consumer buying decisions. The results of this study indicate that the dominant influencing variable is communication.

Keywords: Communication, Consumer buying decision, Convenience, Cost, Customer, Marketing Mix 4C

1. Introduction

Changes in lifestyle and increased consumption are among the characteristics of the development of the times towards modernization and globalization. One of the changes in the lifestyle of more consumerist society is the culture of visiting cafes. This trend has led to the rapid growth of the cafe business in Indonesia today. The post-pandemic economic growth currently supports the consumerist culture of society, which makes visiting cafes a new lifestyle trend. The rapid development of cafes requires cafe owners to determine the right marketing strategies to be able to compete in the food and beverage business world. The most common strategy is interior and exterior design, entertainment, food and beverage menus that determine consumer segmentation.

In addition, service is also very important for consumers. Friendly and responsive service makes consumers feel valued and respected. One of the popular marketing strategies today is marketing mix.

The 4C marketing mix, which consists of customer, cost, communication, and convenience, is an interesting new concept model for the food and beverage industry. With this approach, it is expected to understand customers from various aspects. The 4P marketing mix (product, price, promotion, and place) that is seller or product-oriented is considered necessary to be adjusted with the development of the times. The application of 4C in the digital marketing environment can be better appreciated if we consider the transformation of the 4P marketing mix to 4C (Jarad, 2020). Lauterborn (1990) stated that the 4P marketing mix model has been replaced with the 4C marketing mix model which is based on the consumer's perspective. The 4C consists of customer, cost, convenience, and communication. Jianting & Feng (2012) supported the concept of the 4C marketing mix by emphasizing the replacement of 4P with 4C. The view of the 4C marketing mix was also conveyed by Le et al. (2022) as an innovative model in marketing theory with a focus on customers. Kumar et al. (2012) introduced the concept of 4Cs and transformed the traditional 4P into 4C, which consists of customer solutions, customer cost, convenience, and communication. Lauterborn (1990) stated that for successful marketing, customers must be placed at the center of the marketing plan. According to Lauterborn (1990), the 4P marketing mix model should be replaced with the 4C marketing mix model which is consumer-oriented. The advantage of this 4C concept is to understand all customer needs. Furthermore, according to Siripipattanakul et al. (2022), in the 4C marketing mix strategy, customers are the most important aspect as this strategy is related to the customers' attributes. This is supported by Stylianou's (2018) opinion that among the different critics developed, the Lauterborn's 4Cs model is considered to be simpler and more consumer-centric.

The presence and application of the 4C marketing mix concept, which focuses on the consumer's perspective, has been felt by outdoor cafe customers. Customers feel that in the midst of the Covid-19 pandemic, which is full of limitations, it is necessary to apply the 4C marketing mix for outdoor cafes (Hutauruk, 2020). According to the 4C marketing mix, a customer-oriented business must consider what customers need, the feasibility of the product, the competitive advantage of the product, market positioning, solutions for customers, and also be able to provide value to customers. Cost is the price paid by customers when buying, using, storing, and if necessary, reselling the product they bought. For a company, many things must be considered, such as whether the price set is affordable for the target market and whether the set price provides satisfaction and appropriate value to customers. Comfort is now an important part for customers and is also one of the things customers want when shopping for products. A business must understand convenient channels, which is a reflection of the various ways customers purchase products. We can no longer rely solely on conventional distributors, but must provide various options for customers to obtain products through marketplaces (online shopping) or social media. Communication refers to the way a business can build two-way, interactive, and direct communication. The most important thing in this interactive communication is how customers are fully involved in providing input in product development, pricing, and desired product delivery locations. If a business can present the 4C marketing mix well, it can increase customer buying decisions.

Kotler & Amstrong (2014) say that the buying decision is the stage in the buyer decision process where consumers actually buy. Meanwhile, Hutauruk (2020) concludes that the buying decision is a consumer decision influenced by financial economics, technology, politics, culture, product quality, price, brand image, location, promotion,

physical evidence, people, and process. The buying decision is a decision made by individuals to purchase goods or services through a decision-making process. This decision is influenced by internal and external factors and aims to solve problems or fulfill the desires of the individual. Firmansyah (2018) states that the buying decision is the result or output of cognitive processes that lead to a decision to choose from among several available alternatives. Meanwhile, Hayde (2011) explains that CDP (consumer decision process) is the stages that everyone goes through to decide whether to buy something or not.

This research was conducted in the city of Malang, East Java, which is known as the Tri Bina Cita Kota Malang. Besides being an industrial and tourist city, Malang is also known as an education city with dozens of public and private universities with thousands of students. This has led to a rise in cafe businesses in Malang, with hundreds of cafes opening up. As a result, going to a cafe or "ngopi" has become a cultural trend for the community and students.

Coffee shops have become popular gathering places for young people, with coffee being their signature menu item. In recent years, coffee shops have been actively promoting unique Indonesian coffee blends from various regions across the country (Patty & Semuel, 2018). This study will focus on Bukit Delight Malang, a cafe that has successfully maintained its presence and growth amidst increasing competition in the Joyo Agung area of Malang. Despite the presence of a dozen other cafes nearby, Bukit Delight has managed to stand out. The study aims to examine the influence of the 4 C's of the marketing mix on consumer buying decisions at Café Bukit Delight Malang.

2. Method, Data, and Analysis

This study utilizes a quantitative research method, which is primarily based on countable data to produce quantitative interpretation (Sugiyono, 2012). Based on the pattern of the variable relationship, this research has an associative causal pattern. In terms of the level of explanation, this study is categorized as explanatory research, which explains the relationship between independent variables, namely Customer (X_1), Cost (X_2), Convenience (X_3), Communication (X_4), and the dependent variable, namely Buying Decision (Y). The sample in this research is obtained through purposive sampling technique with the criteria of customers or visitors aged 18 to 30 years in July 2022, totaling 97 people. The data collection technique includes interviews, questionnaires, observations, and documentation.

The analysis used in this study is descriptive and inferential. Descriptive analysis uses means, and inferential analysis uses Spearman Rank correlation. The independent variables are customer (X_1), cost (X_2), convenience (X_3), communication (X_4), and the dependent variable is consumer buying decision (Y). Table 1 shows the variables, indicators, and items constructed in this study.

Based on Table 1, customer indicators include product and quality, cost indicators include price and discount, convenience indicators include facilities, accessibility, space, and service, while communication indicators include public relations, advertising, social media. Likewise for indicators of consumer buying decisions including the constancy of buying and buying habits. Some of these indicators are further elaborated into indicator items, each of which is a question item to collect data from the respondents (questionnaire) which has been presented in Table 1.

Table 1.

Variable, indicator, and items

Variable Type	Variable	Indicator	Items
Independent Variable	Customer (X_1)	Product ($X_{1.1}$)	$X_{1.1.1}$ Variety of food and beverage
			$X_{1.1.2}$ Taste of food and beverage
			$X_{1.1.3}$ Customer need
		Quality ($X_{1.2}$)	$X_{1.2.1}$ Food hygiene
			$X_{1.2.2}$ Food packaging
	Cost (X_2)	Price ($X_{2.1}$)	$X_{2.1.1}$ Affordability price
			$X_{2.1.2}$ Variety of price
			$X_{2.1.3}$ Best Price
		Discount ($X_{2.2}$)	$X_{2.2.1}$ Discount in selected day
			$X_{2.2.2}$ Special Price
	Convenience (X_3)	Facilities ($X_{3.1}$)	$X_{3.1.1}$ Public facility
			$X_{3.1.2}$ Parking facility
		Accessibility ($X_{3.2}$)	$X_{3.2.1}$ Suitable accessibility
			$X_{3.2.2}$ Strategic location
		Space ($X_{3.3}$)	$X_{3.3.1}$ Wide land
			$X_{3.3.2}$ Aesthetic Layout
		Service ($X_{3.4}$)	$X_{3.4.1}$ Friendly staff
			$X_{3.4.2}$ Helpfully staff
	Communication (X_4)	Public relation ($X_{4.1}$)	$X_{4.1.1}$ Good skill communication
			$X_{4.1.2}$ Responsibility
		Advertising ($X_{4.2}$)	$X_{4.2.1}$ Well Delivered Information
			$X_{4.2.2}$ Up to date information
		Social media ($X_{4.3}$)	$X_{4.3.1}$ Fast Response
			$X_{4.3.2}$ Social media interactive
Dependent Variable	Consumer Buying Decision (Y_1)	Constancy of buying ($Y_{1.1}$)	$Y_{1.1.1}$ Interest in a product
			$Y_{1.1.2}$ Buying confidence
		Buying habits ($Y_{1.2}$)	$Y_{1.2.1}$ Product obsession
			$Y_{1.2.2}$ Product Needed

3. Results

Validity test is conducted to determine the degree of accuracy of research instruments (questionnaires) to avoid measuring biases. The results of validity testing in this study using Product Moment correlation are presented in Table 2.

Table 2.

Validity test results

Variable	Instrument	Product Moment Correlation	R-Table	Sig.	Conclusion
Customer	1	0.519	0.1996	0.000	Valid
	2	0.552	0.1996	0.000	Valid
	3	0.718	0.1996	0.000	Valid
	4	0.605	0.1996	0.000	Valid
	5	0.584	0.1996	0.000	Valid
	6	0.667	0.1996	0.000	Valid
Cost	7	0.522	0.1996	0.000	Valid
	8	0.585	0.1996	0.000	Valid
	9	0.502	0.1996	0.000	Valid
	10	0.687	0.1996	0.000	Valid

Variable	Instrument	Product Moment Correlation	R-Table	Sig.	Conclusion
Convenience	11	0.501	0.1996	0.000	Valid
	12	0.596	0.1996	0.000	Valid
	13	0.585	0.1996	0.000	Valid
	14	0.736	0.1996	0.000	Valid
	15	0.509	0.1996	0.000	Valid
	16	0.600	0.1996	0.000	Valid
	17	0.632	0.1996	0.000	Valid
	18	0.743	0.1996	0.000	Valid
	19	0.670	0.1996	0.000	Valid
	20	0.731	0.1996	0.000	Valid
Communication	21	0.730	0.1996	0.000	Valid
	22	0.632	0.1996	0.000	Valid
	23	0.783	0.1996	0.000	Valid
	24	0.634	0.1996	0.000	Valid
	25	0.641	0.1996	0.000	Valid
Consumer Buying Decision	26	0.774	0.1996	0.000	Valid
	27	0.556	0.1996	0.000	Valid
	29	0.694	0.1996	0.000	Valid

Based on Table 2, it is convincingly shown that all instruments have r-value greater than the r-table value of 0.1996. In addition, all significance values show a value of 0.000, which is smaller than $\alpha = 0.05$. These results indicate that all instruments are valid. Reliability testing is a measurement to ensure that research instruments are relatively consistent for use as a measurement. In this study, a re-measurement technique was used, where there were 2 measurement results taken with the same question items but at different times (2 weeks). The questionnaire will be considered reliable if the obtained r-value is greater than the r-table value.

Table 3.

Reliability test results

		Measurement 1	Measurement 2
Measurement 1	Product Moment Corelation	1	.802**
	Sig. (2-tailed)		.000
	N	30	30
Measurement 2	Product Moment Corelation	.802**	1
	Sig. (2-tailed)	.000	
	N	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Based on Table 3, it is convincingly proven that all instruments have a product-moment correlation value of 0.802 and a significance value of 0.00, which is smaller than α=0.05. These results indicate that all instruments are considered reliable or relatively consistent to measure the population being studied.

Variable Description

The analysis was conducted to describe the collected data without drawing any personal conclusions. The data was collected using a questionnaire designed by the researcher and distributed to 97 respondents who were visitors of Cafe Bukit Delight. The following presents the respondents' responses for the variables of customer, cost, convenience, communication, and purchase decision.

Table 4.

Description of respondents' answers to the customer variable (X_1)

Indicators	No.	Scores								Mean
		4		3		2		1		
		F	%	F	%	F	%	F	%	
Variety of food and beverage	1	33	34.00	58	59.80	5	5.20	1	1.00	3.27
Taste of food and beverage	2	27	27.80	65	67.00	4	4.10	1	1.00	3.22
Customer need	3	36	37.10	55	56.70	6	6.20	0	0.00	3.31
Food hygiene	4	42	43.30	50	51.50	5	5.20	0	0.00	3.38
Food packaging	5	47	48.50	48	49.50	2	2.10	0	0.00	3.46
Mean										**3.32**

Tabel 4 shows that out of the 5 items under the customer variable, the item "food packaging" has the highest average interval score of 3.46. This indicates that the respondents are satisfied with the food packaging. Furthermore, the average score for the customer variable is 3.32. This suggests that Cafe Bukit Delight, from the perspective of the customers, is performing well.

Table 5.

Description of respondents' answers to variable cost (X_2)

Indicators	No.	Scores								Mean
		4		3		2		1		
		F	%	F	%	F	%	F	%	
Affordability price	1	25	25.80	56	57.70	16	16.50	0	0.00	3.09
Variety of price	2	34	35.10	56	57.70	6	6.20	1	1.00	3.27
Best Price	3	26	26.80	59	60.80	12	12.40	0	0.00	3.14
Discount in selected day	4	34	35.10	51	52.60	12	12.40	0	0.00	3.23
Special Price	5	42	43.30	45	46.40	10	10.30	0	0.00	3.33
Mean										**3.21**

Table 5 shows that out of the 5 items under the cost variable, the item "special price" has the highest average interval score of 3.33. This indicates that the respondents are satisfied with the special price offered by Cafe Bukit Delight. Furthermore, the average score for the cost variable is 3.21, which suggests that customers agree with every price offered by Cafe Bukit Delight.

Table 6.

Description of respondents' answers to variable convenience (X_3)

Indicators	No.	Scores								Mean
		4		3		2		1		
		F	%	F	%	F	%	F	%	
Public facility	1	45	46.40	47	48.50	5	5.20	0	0.00	3.41
Parking facility	2	49	50.50	44	45.40	4	4.10	0	0.00	3.46
Suitable accessibility	3	34	35.10	47	48.50	15	15.50	1	1.00	3.18
Strategic location	4	45	46.40	43	44.30	9	9.30	0	0.00	3.37
Wide land	5	43	44.30	51	52.60	3	3.10	0	0.00	3.41
Aesthetic Layout	6	38	39.20	54	55.70	5	5.20	0	0.00	3.34
Friendly staff	7	33	34.00	58	59.80	6	6.20	0	0.00	3.28
Helpfully staff	8	37	38.10	57	58.80	2	2.10	1	1.00	3.34
Mean										**3.34**

Table 6 shows that out of the 8 items under the convenience variable, the item "parking facility" has the highest average interval score of 3.46. This indicates that the respondents are satisfied with the parking facility. Furthermore, the average score for the convenience variable is 3.34, which means that the respondents perceive the facilities, accessibility, location, and service of Cafe Bukit Delight to be good.

Table 7.

Description of respondents' answers to the communication variable (X_4)

Indicators	No.	Scores								Mean
		4		3		2		1		
		F	%	F	%	F	%	F	%	
Good skill communication	1	36	37.10	48	49.50	13	13.40	0	0.00	3.24
Responsibility	2	30	30.90	52	53.60	15	15.50	0	0.00	3.15
Well Delivered Information	3	34	35.10	57	58.8	5	5.20	1	1.00	3.28
Up to date information	4	33	34.00	61	62.90	3	3.10	0	0.00	3.31
Fast Response	5	33	34.00	51	52.60	13	13.40	0	0.00	3.21
Social media interactive	6	29	29.90	55	56.70	12	12.40	1	1.00	3.15
Mean										**3.22**

Table 7 shows that out of 6 items in the convenience variable, the item "up to date information" has the highest average interval score of 3.31. This indicates that respondents are satisfied with the up-to-date information provided by the company. Furthermore, the average score for the convenience variable is 3.32, which suggests that the communication carried out by Cafe Bukit Delight is good from the customers' perspective.

Table 8.

Description of respondents' answers to the purchasing decision variable (Y)

Indicators	No.	Scores								Mean
		4		3		2		1		
		F	%	F	%	F	%	F	%	
Interest in a product	1	38	39.20	55	56.70	3	3.10	1	1.00	3.34
Buying confidence	2	38	39.20	54	55.70	5	5.20	0	0.00	3.34
Product obsession	3	39	40.20	48	49.50	10	10.30	0	0.00	3.30
Product Needed	4	40	41.20	53	54.60	4	4.10	0	0.00	3.37
Mean										**3.33**

Table 8 shows that out of the 4 items under the purchasing decision variable, the item "product needed" has the highest average interval score of 3.37. Furthermore, the average score for the purchasing decision variable is 3.33. This indicates that purchasing decisions are made based on marketing stimuli, which are: customer (X_1), cost (X_2), convenience (X_3), communication (X_4).

Spearman Rank Correlation Test

The Spearman Rank correlation is used to find a relationship or to test the significance of an associative hypothesis when each variable being connected is in ordinal form and the source of the data variable does not have to be the same (Sugiyono, 2010).

Table 9.

Spearman Rank Correlation Test on Customer

			Customer	Buying Decisions
Spearman's rho	Customer	Correlation Coefficient	1.000	.572**
		Sig. (2-tailed)	.000	.000
		N	97	97
	Buying Decisions	Correlation Coefficient	.572**	1.000
		Sig. (2-tailed)	.000	.000
		N	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the data in Table 9, it can be seen that the correlation coefficient obtained is 0.572. This can be interpreted as a strong correlation between the Customer and Buying Decisions variables. The hypothesis testing concludes that the customer variable has a 57.2% contribution to Cafe Bukit Delight. Based on the coefficient of 0.572 which is greater than the table value (0.1996), there is a significant relationship. Therefore, the hypothesis in this study states that there is a significant relationship between the customer variable and buying decisions, which is proven.

Table 10

Spearman Rank Correlation Test on Cost

			Cost	Buying Decisions
Spearman's rho	Cost	Correlation Coefficient	1.000	.648**
		Sig. (2-tailed)	.000	.000
		N	97	97
	Buying Decisions	Correlation Coefficient	.648**	1.000
		Sig. (2-tailed)	.000	.000
		N	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the data in Table 10, it can be seen that the correlation coefficient obtained is 0.648, which can be interpreted as a strong relationship between the cost variable and buying decisions. The hypothesis testing shows that the cost variable has a significant contribution to Cafe Bukit Delight by 64.8%. Based on the coefficient value of 0.648, which is greater than the R_{table} value (0.1996), there is a significant relationship. Therefore, the hypothesis in this study states that there is a significant relationship between the cost variable and buying decisions, which is proven.

Table 11.

Spearman Rank Correlation Test on Convenience

			Convenience	Buying Decisions
Spearman's rho	Convenience	Correlation Coefficient	1.000	.630**
		Sig. (2-tailed)	.000	.000
		N	97	97
	Buying Decisions	Correlation Coefficient	.630**	1.000
		Sig. (2-tailed)	.000	.000
		N	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the data in Table 11, it can be seen that the correlation coefficient obtained is 0.630. This can be interpreted as the level of strength of the relationship (correlation) between the Convenience variable and Buying Decisions is 0.630, which means that it has a strong relationship. The hypothesis testing shows that the Convenience variable has a 63% contribution to Cafe Bukit Delight's Buying Decisions. Based on the coefficient value of 0.630 which is higher than the R_{table} value (0.1996), there is a significant relationship. Therefore, the hypothesis in this study states that there is a significant relationship between the Convenience variable and Buying Decisions, which is proven.

Table 11.

Spearman Rank Correlation Test on Communication

			Communication	Buying Decisions
Spearman's rho	Communication	Correlation Coefficient	1.000	.742**
		Sig. (2-tailed)	.000	.000
		N	97	97
	Buying Decisions	Correlation Coefficient	.742**	1.000
		Sig. (2-tailed)	.000	.000
		N	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the data in Table 11, it can be seen that a correlation coefficient of 0.742 is obtained. This means that the strength of the relationship (correlation) between the Communication variable and Buying Decisions is 0.742, which means that there is a strong relationship. Hypothesis testing shows that the Communication variable contributes 74.2% to Cafe Bukit Delight. Based on the coefficient value of 0.742, which is higher than the R_{table} value (0.1996), there is a significant relationship. Therefore, the hypothesis in this study stating that there is a significant relationship between the Communication variable and buying decisions is proven.

Determination Coefficient Test

The determination analysis is a test to determine the percentage of influence between independent variables and dependent variables. The results of the determination coefficient test are presented in Table 12.

Table 12

Determination Coefficient Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773[a]	.597	.580	1.24482

a. Predictors: (Constant), Communication, Customer, Cost, Convenience

Based on the data in Table 12, the Adjusted R Square value obtained is 0.580 which means that 58% of the Buying Decisions variable is influenced by the communication, customer, cost, and convenience variables, while the remaining 42% is influenced by other variables.

4. Discussion

Based on the research results, it is known that there is a significant relationship between Customer and Buying Decisions. The positive direction of the relationship proves that the higher the customer, the higher the Buying Decisions at Cafe Bukit Delight Malang. This means that customer-oriented service through improving variety of food and beverage, taste of food and beverage, customer need, food hygiene, and food packaging influences the strength of customer buying decisions. This research result is in line with Junifar (2021) statement that customers affect buying decisions.

Based on the research results, it is known that there is a significant relationship between cost and Buying decisions. The positive direction of the relationship proves that the higher the cost, the higher the Buying decisions at Cafe Bukit Delight Malang. Price is the willingness of consumers to pay for the product. This means that it needs to be considered whether consumers are willing to pay for the value of the products and services we provide. The price determination that is more in line with the value received by consumers influences their Buying decisions. This research result is in line with Dewi et al. (2022) research that states that price affects consumer buying decisions.

Based on the research results, it is known that there is a significant relationship between Convenience and Buying decisions. The positive direction of the relationship proves that the higher the Convenience, the higher the Buying decisions at Cafe Bukit Delight Malang. In this era, everyone is looking for comfort and convenience. If possible, everything should be easy, fast, short, and even without too much effort. Therefore, many businesses are competing to provide this convenience. So, many instant, simple, and anywhere-anytime product services have emerged to create this convenience. When this convenience has been created, consumers will find it difficult to switch to other places. This research result supports the research conducted by Djan & Adawiyyah (2020) which states that convenience has a positive effect on purchase decisions.

Based on the research results, it is known that there is a significant relationship between communication and Buying decisions. The positive direction of the relationship proves that the higher the communication, the higher the Buying decisions at Cafe Bukit Delight Malang. Communication in the concept of Marketing Mix 4C is active two-way communication to deliver more/different/superior value to our target market or consumers. Promotion in the digital era today is very different from the previous era. Effective communication is creating a more meaningful relationship with customers by focusing on their needs and desires, not forcing products that are not needed by customers. Paul (2014) states that companies must be able to effectively communicate two-way to know the wants and needs of customers. This research result supports the research conducted by Laksmita & Agung (2014) which proves that communication affects consumer Buying decisions.

Of the four Marketing Mix variables consisting of customer, cost, convenience, and communication, all have a relationship with Buying decisions at Cafe Bukit Delight Malang. This is supported by Ratnadianti et al. (2020) opinion that the last step is to develop digital marketing strategies based on the 4C marketing mix. Furthermore, according to Saefudin (2014), although there has been a shift from 4P to 4C, it is not a redefinition of the 4P marketing mix to 4C. This does not mean that the concept of the 4P marketing mix has ended.

5. Conclusion

This research aims to analyze the relationship between the 4C marketing mix, which consists of customer, cost, convenience, and communication, towards buying decisions at Café Bukit Delight in Malang City. By using a questionnaire distributed to 97 customers, the research results showed that customer, cost, convenience, and communication have a significant relationship with the buying decisions of Café Bukit Delight visitors. The research also indicates that communication has a dominant effect on consumer buying decisions.

Based on the research results, it is known that the 4C Marketing Mix has a positive relationship with buying decisions at Café Bukit Delight. Cafe owners can use these research findings as a marketing strategy to increase the sales of their products and services. For future researchers, this study can be continued by utilizing the 4C Marketing Mix as a marketing strategy to enhance competitive advantages and as a primary variable in researching digital marketing.

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