The Influence of Product Innovation on Purchase Decisions at AI-Cha Ice Cream & Tea in Pantai Indah Kapuk North Jakarta as A Beverage Franchise Product

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Abstract

The rapid growth of the food and beverage industry, particularly in the competitive beverage franchise sector, has encouraged companies to continuously innovate to maintain market relevance. In this context, product innovation plays a vital role in attracting consumer interest and influencing purchasing decisions. This research aims to determine the extent to which product innovation influences consumer purchasing decisions at Ai-CHA Ice Cream & Tea in Pantai Indah Kapuk, North Jakarta. Product innovation is considered important as it can affect consumer interest in choosing a product, especially amid the increasingly competitive beverage industry. The research method used is a quantitative approach. Data was collected through questionnaires distributed to 100 respondents using a simple random sampling technique. Data analysis included validity and reliability tests, multiple linear regression, t-test, F-test, and the coefficient of determination. The results show that partially, the dimensions of product quality and product variation have a significant effect on purchasing decisions, while product design does not. However, simultaneously, all three dimensions of product innovation together have a significant influence on consumer purchasing decisions. In conclusion, product innovation—particularly product quality and variation—plays an important role in encouraging purchases. Therefore, it is recommended that Ai-CHA Ice Cream & Tea Pantai Indah Kapuk continue to improve both quality and variety, and evaluate product design to better match current consumer preferences.

Keywords: product innovation; product quality; product variation; product design; purchasing decision.

INTRODUCTION

Tourism is an industrial sector that plays an important role in accelerating economic growth because it can open up job opportunities, increase people's income, improve the quality of life, and encourage the development of other economic sectors (Oktaviani et al., 2023). In Indonesia, tourism is a sector that has an important role to continue being developed because it has a significant impact on people's lives, especially in the economic aspect. The development of the tourism sector encourages the growth of various supporting industries, such as handicraft or souvenir businesses, accommodation such as hotels and villas, restaurants, tour guide services, recreational facility rentals, and transportation.

Based on Law No. 10 of 2009 concerning Tourism, tourism is a dynamic and passionate activity that fulfills personal desires and national development goals. Tourism involves a wide range of experiences, encouraging meaningful interactions between tourists, local communities, and cultures. It is recognized as a fundamental human right that promotes cultural exchange, economic growth, and social understanding. Its multidimensional nature emphasizes the importance of sustainable practices and responsible travel, ensuring that the benefits of exploration and discovery are enjoyed by individuals and communities, enriching the shared human experience.

Tourism also has a positive impact on regions by increasing *Pendapatan Asli Daerah* (PAD) and creating jobs for local communities. The tourism industry in Indonesia

contributes to improving the economy, directly through the hotel and restaurant sectors, and indirectly through the support of small and medium enterprises (SMEs) that are involved in the industry. Thus, tourism plays a strategic role in supporting sustainable economic development (Anggarini, 2021).

The tourism industry is a complex sector composed of interconnected elements that together create a pleasant vacation experience for tourists. Each element has an important role in attracting visitors' attention, providing the necessary services during the trip, and ensuring that the management of tourist destinations is carried out sustainably (Chaerunissa, 2020). With the integration of these various components, the tourism industry can develop well and provide wide-ranging benefits for tourists, business actors, and the local community. The success of a tourist destination not only depends on its natural beauty or attractions but also on how each tourism component is managed properly and supports one another. The government and stakeholders in the tourism industry need to continue innovating and adapting to global trends in order to compete with other destinations and maintain the sustainability of the tourism industry in the future.

The Food and Beverage (F&B) industry is experiencing rapid growth and innovation within the dynamic tourism sector, ultimately enhancing the tourist experience. This industry includes all types of businesses that make food and beverages their main products. It has an important role in the tourism sector because it offers unique and memorable experiences for tourists. In the context of tourism, the F&B sector is not limited to restaurants and cafes but also includes various other businesses such as food stalls, street food, fine dining establishments, food courts, and food and beverage franchises. Varzakas and Metaxas (2024) state that the success of F&B businesses highly depends on the ability to adapt to market trends, maintain product and service quality, and implement effective marketing strategies. Innovation and differentiation are key factors in winning competition in this sector.

One F&B brand experiencing rapid growth in the beverage franchise industry is Ai-CHA Ice Cream & Tea, known for its tea- and ice cream-based beverage products. Established in 2019 in China, Ai-CHA Ice Cream & Tea *Pantai Indah Kapuk* is the first outlet and central hub of the Ai-CHA franchise in Indonesia, officially opened in August 2022. Ai-CHA has successfully expanded by establishing more than 200 outlets in several cities in Indonesia, especially Jakarta. Ai-CHA *Pantai Indah Kapuk* has gained consumer attention through innovative products that combine unique and appealing flavors, creating a distinctive appeal in Jakarta's beverage market.

The Ai-CHA Ice Cream & Tea *Pantai Indah Kapuk* menu is highly varied, offering ice cream in various flavors, milk tea, coconut-based drinks, and beverages made with real fruit. Ai-CHA also offers several types of toppings and allows customers to adjust ice and sugar levels. In an increasingly competitive beverage industry, product innovation is a key factor in attracting consumer attention and encouraging purchases. Therefore, Ai-CHA *Pantai Indah Kapuk* must continuously innovate and differentiate its products to maintain competitiveness in Jakarta's beverage industry. The interior and exterior conditions of Ai-CHA Ice Cream & Tea *Pantai Indah Kapuk* indicate a spacious and clean environment, with facilities such as a children's playground and a claw machine game, adding value to the customer experience.

Based on visit data over the past year, Ai-CHA experienced a peak in April 2024 with 5,321 visits but saw a significant decline to 2,757 visits in February 2025. This decline raises

questions about the influence of product innovation on purchasing decisions, especially considering the strategic location of *Pantai Indah Kapuk* as a culinary tourism destination. This has motivated the present study to analyze the impact of product innovation on visitor numbers and develop strategies to sustain Ai-CHA Ice Cream & Tea's attractiveness throughout the year. In such a competitive beverage industry, product innovation remains vital to attracting consumers and increasing sales. Therefore, Ai-CHA *Pantai Indah Kapuk* needs ongoing innovation and product differentiation to preserve its competitiveness in Jakarta's beverage market.

As a company engaged in the F&B sector, product innovation plays an essential role in helping the business reach diverse consumer groups and expand market coverage. Ai-CHA Ice Cream & Tea *Pantai Indah Kapuk* must deliver superior product innovations to maintain customer loyalty and attract new consumers, enabling it to effectively compete with other beverage industry players. By adopting an appropriate marketing approach and implementing continuous product innovation, Ai-CHA Ice Cream & Tea *Pantai Indah Kapuk* has significant potential for growth and expansion as one of Indonesia's leading beverage brands. Its success in capturing consumer interest can serve as a model for other franchise businesses in navigating the evolving dynamics of the F&B industry.

Previous research by Permatasari and Maryana (2021) and Duha and Siagian (2023) shows that product innovation significantly influences purchasing decisions. According to Yuliana and Hidayat (2018), there are three dimensions of product innovation: product quality, product variance, and product design. Product quality refers to how well a product meets consumer needs and expectations. High-quality products are generally more durable, user-friendly, and reliable. This increases consumer satisfaction and trust, encouraging repeat purchases. Product variance refers to the range of options offered by a brand—such as flavors, sizes, or types—which increases the likelihood that consumers will find a product suited to their tastes, ultimately encouraging purchases. Product design is also important, as it involves aesthetics and user comfort. Attractive designs quickly capture consumer attention, while practical and convenient designs increase product desirability. Thus, design can be a key factor in purchasing decisions.

These findings are relevant to support the research titled *"The Influence of Product Innovation on Purchase Decisions at Ai-CHA Ice Cream & Tea in Pantai Indah Kapuk, North Jakarta, as a Beverage Franchise Product."* This study aims to examine how each dimension of product innovation affects consumer purchasing decisions in the contemporary beverage industry in North Jakarta. By analyzing current trends and consumer preferences, this research provides strategic insights for industry management, emphasizing the importance of innovation in boosting competitiveness, fostering brand loyalty, and sustaining growth in a dynamic market.

Based on the background and problem identification, this study addresses several aspects related to the influence of product quality, product variance, and product design on purchase decisions at Ai-CHA Ice Cream & Tea as a franchise product in *Pantai Indah Kapuk*, North Jakarta. First, it aims to determine the extent to which product quality significantly affects purchasing decisions. Second, it examines the impact of product variance and product design on the same decisions. Additionally, it analyzes the combined effect of all product innovation dimensions on purchasing decisions. This study is expected to yield both academic and

practical contributions. Academically, it will provide readers with insights on the topic of product innovation and serve as a reference for future research. Practically, it will offer valuable recommendations for beverage franchise businesses by highlighting the importance of product innovation and exploring how fresh, engaging offerings can influence purchase behavior and foster brand loyalty. Moreover, it will outline strategies for developing marketing campaigns that align with evolving market demands, ensuring sustainable growth and a competitive edge.

METHOD

The research method used in this study is a quantitative method with a descriptive-verifiable approach. According to Suharsimi (2010), quantitative research methods use advanced statistical tools to carefully analyze numerical data, allowing researchers to objectively measure and understand the relationships between variables. This systematic approach ensures that the findings are accurate and reproducible, ultimately providing a solid basis for drawing valid conclusions. By producing reliable and measurable results that can be generalized to a wider population, this method is invaluable for making informed decisions, developing policies, and advancing knowledge in various fields.

In addition, this approach aligns with the focus of the study, which aims to test the extent to which product innovation influences consumer purchase decisions at Ai-CHA Ice Cream & Tea *Pantai Indah Kapuk* through hypothesis testing. The location of this study is Ai-CHA Ice Cream & Tea, situated at Golf Island, *Rukan Beach View*, *Pantai Indah Kapuk*, North Jakarta. The study period lasted from March 2025 to May 2025.

Data analysis includes classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, t-test, F-test, and the coefficient of determination (R^2) to measure the partial and simultaneous influences between variables. This approach is expected to provide accurate, measurable, and generalizable analysis results within the context of the franchise-based beverage industry in urban areas.

RESULT AND DISCUSSION
Validity Test

Based on the tests that have been carried out through the SPSS25 software, the data presents a summary of the validity test results for all dimensions of each variable. The following are the results of the validity test of 100 respondents:

Table 1. Variable X Validity Test

Variable	Dimension	Question Items	R count	R Table	Conclusion
Product Innovation (X)	Product Quality (X1)	Product Quality 1	0.824	0,195	Valid
		Product Quality 2	0,783	0,195	Valid
		Product Quality 3	0,857	0,195	Valid
		Product Quality 4	0,828	0,195	Valid
	Product Variance (X2)	Product Variance 1	0,840	0,195	Valid
		Product Variance 2	0,865	0,195	Valid
		Product Variant 3	0,891	0,195	Valid
		Product Variance 4	0,873	0,195	Valid
	Product Design (X3)	Product Design 1	0,922	0,195	Valid
		Product Design 2	0,903	0,195	Valid

	Product Design 3	0,907	0,195	Valid
Purchase Decision (Y)	Problem Identification	0,793	0,195	Valid
	Information Search	0,772	0,195	Valid
	Alternative Selection	0,814	0,195	Valid
	Purchase Decision	0,840	0,195	Valid
	Post-Purchase Behavior	0,819	0,195	Valid

Source: Primary data processed by the author, 2025

Table 2. Variable Validity Test Y

Purchase Decision (Y)	**Problem Identification**	**0,793**	**0,195**	**Valid**
	Information Search	0,772	0,195	Valid
	Alternative Selection	0,814	0,195	Valid
	Purchase Decision	0,840	0,195	Valid
	Post-Purchase Behavior	0,819	0,195	Valid

Source: Primary data processed by the author, 2025

Based on the data from the validity test of 100 respondents on variables X (Product Innovation) and Y (Purchase Decision), it was obtained that the value of each r calculated > r table (0.195), in the end it can be stated that all statement items in the questionnaire are valid.

Reliability Test

Based on the tests that have been carried out through the SPSS25 software, the data presents a summary of the reliability test results for all dimensions of each variable. The following are the results of the reliability test:

Table 3. Product Quality Dimensions

Reliability Statistics

Cronbach's Alpha	N of Items
.840	4

Source : Author's Processed Data (2025)

Based on the results of the reliability test above, it can be concluded that the results of the reliability test of the variable X1 (Product Quality) are said to be reliable because the result of the total test is 0.840. According to   Kambali and Syarifah, (2020). a data, it can be said to be reliable if Cronbach's Alpha > 0.6.

Table 4. Product Variance Dimensions

Reliability Statistics

Cronbach's Alpha	N of Items
.890	4

Source : Author's Processed Data (2025)

Based on the results of the reliability test above, it can be concluded that the results of the reliability test of the variable X2 (Product Variance) are said to be reliable because the

result of the total test is 0.890. According to   Kambali and Syarifah, (2020). a data, it can be said to be reliable if Cronbach's Alpha > 0.6.

Table 5. Product Design Dimensions

Reliability Statistics

Cronbach's Alpha	N of Items
.896	3

Source : Author's Processed Data (2025)

Based on the results of the reliability test above, it can be concluded that the results of the reliability test of the variable X3 (Product Design) are said to be reliable because the result of the total test is 0.896. According to   Kambali and Syarifah, (2020). a data, it can be said to be reliable if Cronbach's Alpha > 0.6.

Table 6. Variable X (Product Innovation)

Reliability Statistics

Cronbach's Alpha	N of Items
.645	11

Source : Author's Processed Data (2025)

Based on the results of the reliability test above, it can be concluded that the results of the reliability test of variable X (Product Innovation) are said to be reliable because the result of the total test is 0.645. According to   Kambali and Syarifah, (2020). a data, it can be said to be reliable if Cronbach's Alpha > 0.6.

Table 7. Variable Y (Purchase Decision)

Reliability Statistics

Cronbach's Alpha	N of Items
.866	5

Source : Author's Processed Data (2025)

Based on the results of the reliability test above, it can be concluded that the results of the reliability test of variable Y (Purchase Decision) are said to be reliable because the result of the total test is 0.866. According to   Kambali and Syarifah, (2020). a data, it can be said to be reliable if Cronbach's Alpha > 0.6.

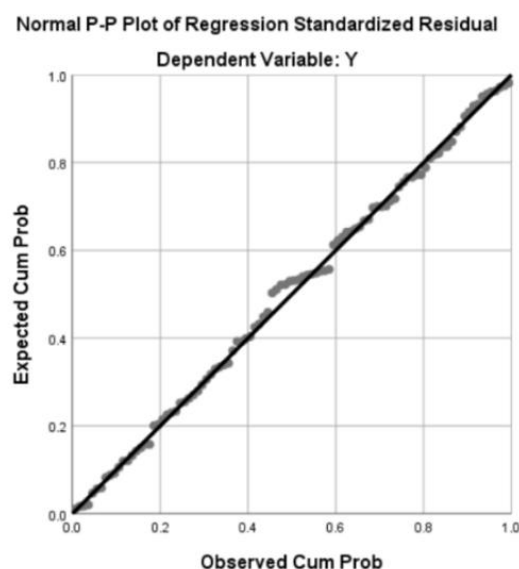**Classic Assumption Test**
  1. **Normality Test**

Figure 1. Chart of Normality Test Results
Source: Author's Processed Data (2025)

Based on the results of the normality test graph above, it can be concluded that the results of the graph in the image above show that the data distribution follows a diagonal line, so it can be said that the data distribution is normal.

Table 8. Kolmogorov Smirnov Normality Test Results Chart

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters [a,b]	Mean	0.0000000
	Std. Deviation	0.94231983
Most Extreme Differences	Absolute	0.053
	Positive	0.032
	Negative	-0.053
Test Statistic		0.053
Asymp. Sig. (2-tailed)		0.200

  a. Test distribution is Normal
  b. Calculated from data
  c. Lilliefors Significance Correction.
  d. This is a lower bound of the true significance

Source : Author's Processed Data (2025)

Based on the results of the above test, it is known that the significance value is 0.200. The results of the Kolmogorov Smirnov normality test are known to have a significance value of 0.200 > 0.05, so it can be concluded that the residual value is normally distributed and the regression model passes the normality test results.

  2. **Multicollinearity Test**

Table 9. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.634	0.851		0.745	0.458		
Product Quality	0.559	0.042	0.664	13.387	0.000	0.951	1.052
Product Variance	0.538	0.037	0.734	14.737	0.000	0.944	1.060
Product Design	0.061	0.044	0.068	1.400	0.165	0.988	1.012

a. Dependent Variable: Keputusan Penelitian

Source : Author's Processed Data (2025)

The results of the multicollinearity test showed that all independent variables had a Tolerance value above 0.10 and a VIF (*Variance Inflation Factor*) value below 10. This shows that there are no symptoms of multicollinearity in the regression model, so that independent variables (product quality, product variance, and product design) do not have a high correlation relationship and can be analyzed simultaneously without causing collinearity problems between variables.

4.4.3 Heteroscedasticity Test

The Heteroscedasticity test is carried out to test whether an inequality is found *variance* and *residual* One observation with another observation Based on the results of data processing with the help of SPSS25, the results of the heteroscedasticity test were found as follows: (Warongan et al., 2022).

Table 10. Heteroscedasticity Test Results

Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.763	0.505		1.510	0.134
Product Quality	0.008	0.025	0.036	0.340	0.735
Product Variance	-0.011	0.022	-0.051	-0.490	0.625
Product Design	0.002	0.026	0.008	0.075	0.940

a. Dependent Variable: ABS_RES

Source : Author's Processed Data (2025)

There were no symptoms of heteroscedasticity in this regression model because all Sig. values > 0.05 meant that the model passed the heteroscedasticity test and the assumptions regarding the similarity of the residual variants were met.
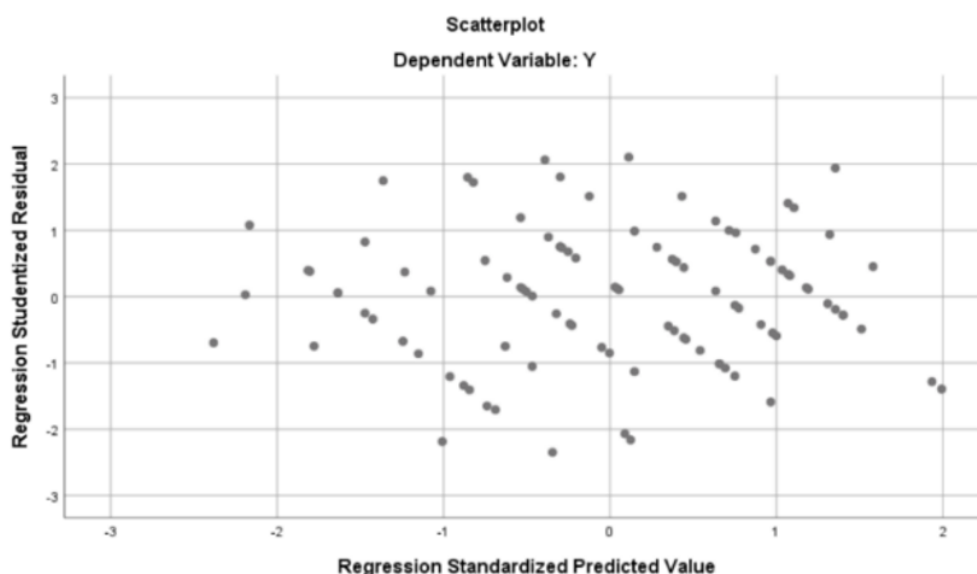
Figure 2. Heteroscedasticity Test Results

Source : Author's Processed Data (2025)

Based on the graph, it can be seen that the dots are scattered above and below the number 0 on the Y axis, the dots also do not form a regular pattern, so it can be concluded that no heteroscedasticity was found in this study.

Uji Hypothesis
T Test

Table 11. T Test

Coefficientsª

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.634	0.851	-	0.745	0.458
Product Quality	0.559	0.042	0.664	13.387	0.000
Product Variance	0.538	0.037	0.734	14.737	0.000
Product Design	0.061	0.044	0.068	1.400	0.165

a. Dependent Variable: Purchase Decision

Source : Author's Processed Data (2025)

The partial test or t-test carried out using SPSS25 software aims to evaluate the extent to which each dimension of variable X, namely Product Innovation (Product Quality, Product Variance, Product Design) individually affects variable Y, namely Purchase Decision. Based on the results of the above data, it can be concluded that:

a. Dimension X1 (Product Quality) has a low significance value of 0.000 (> 0.05) and a t-value of 13.387. So it can be concluded that the X1 dimension has a significant effect on the Y variable (Purchase Decision).

b. The X2 dimension (Product Variance) has a low significance value of 0.000 (> 0.05) and a t-value of 14.737. So it can be concluded that the X2 dimension has a significant effect on the Y variable (Purchase Decision).

c. The X3 dimension (Product Design) has the highest significance value of 0.165 (> 0.05) and a t-value of 1,400. So it can be concluded that the X3 dimension does not have a significant effect on the Y variable (Purchase Decision).

Thus, it can be concluded that partially, the dimensions of Product Quality and Product Variance have a significant effect on the Purchase Decision, while the dimension of Product Design has no significant effect.

Test F

Table 12. Test F

ANOVAª

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	303.481	3	101.160	110.471	0.000b
Residual	87.909	96	0.916	-	-
Total	391.390	99	-	-	-

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Product Design, Product Quality, Product Variance
Source : Author's Processed Data (2025)

The F test conducted through the SPSS25 software aims to find out whether all independent variables together have a significant influence on the dependent variables. Based on the image above, it is known that an F value of 110,471 was obtained with a significance level of 0.000 (p < 0.05). This shows that regression models involving the variables of Product Quality, Product Variance, and Product Design together have a significant influence on Purchase Decisions (Y).

Regression Test
Multiple Linear Regression Test

Table 13. Multiple Linear Regression Tests

Coefficientsª

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
	B		Beta		
(Constant)	0.634	0.851	-	0.745	0.458
Product Quality	0.559	0.042	0.664	13.387	0.000
Product Variance	0.538	0.037	0.734	14.737	0.000
Product Design	0.061	0.044	0.068	1.400	0.165

a. Dependent Variable: Purchase Decision
Source : Author's Processed Data (2025)

Based on the results of the data shown in the image above, the multiple linear regression equation is obtained as follows:

$$Y = 0.634 + 0.559 + 0.538 + 0.61 + e$$

With the following conditions:

X1 = Product Quality

X2 = Product Variance

X3 = Product Design

Y = Purchase Decision

e = Residual error or error

Interpretation of Regression Equations:

a. Each increase of 1 unit of Product Quality (X1) will increase the Purchase Decision (Y) by 0.559.

b. Every increase of 1 unit of Product Variance (X2) will increase the Y by 0.538.

Coefficient Determination Test

Table 14. Coefficient Determination Test
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.881	0.775	0.768	0.95693

a. Predictors: (Constant), Product Design, Product Quality, Product Variance
b. Dependent Variable: Purchase Decision
Source : Author's Processed Data (2025)

The results of the analysis processed in the SPSS25 software in the table above show that the value of the determination coefficient (R2) is **0.775 or 77.5%.** This means that Product Innovation has an influence on Purchase Decisions as much as 77.5%. While the remaining 22.5% was influenced by other variables.

CONCLUSION

Based on the results of data analysis and hypothesis testing, it can be concluded that the product quality dimension has a significant effect on purchase decisions at Ai-CHA Ice Cream & Tea *Pantai Indah Kapuk*. The results of the *t*-test showed a significance value of 0.000 and a calculated *t* value of 13.387, indicating that consumers pay close attention to the taste, freshness of the ingredients, and texture of the product. The coefficient value is 0.559, meaning that the better the quality of the product, the more likely consumers are to make a purchase decision.

The product variance dimension also has a significant effect on purchase decisions at Ai-CHA Ice Cream & Tea *Pantai Indah Kapuk*. The results of the *t*-test showed a significance value of 0.000 and a calculated *t* value of 14.737. This indicates that consumers are attracted to Ai-CHA because it offers a varied menu. The coefficient value is 0.538, meaning that the greater the variety of the menu, the more likely consumers are to make a purchase decision.

On the other hand, the product design dimension does not have a significant effect on purchase decisions at Ai-CHA Ice Cream & Tea *Pantai Indah Kapuk*. The test results showed a significance value of 0.165 and a calculated *t* value of 1.400. This suggests that consumers tend not to prioritize product design as the main factor in making purchase decisions, but rather place more importance on product quality, taste, and variety.

Simultaneously, the variables of product innovation have a significant influence on purchase decisions at Ai-CHA Ice Cream & Tea *Pantai Indah Kapuk*. This is evidenced by the *F*-test results of 110.471 with a significance value of 0.000. The coefficient of determination (R^2) is 0.775, meaning that 77.5% of purchasing decisions are influenced by product quality, product variance, and product design.

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