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Digital Marketing Communication and Consumer Decision Journeys: Understanding the Kopi Jago Experience in West Jakarta

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ABSTRACT

Intensifying competition in Indonesia's urban coffee industry has encouraged businesses to develop marketing communication strategies that respond to changing consumer preferences and purchasing behaviors. This study explores how consumers experience and interpret digital marketing communication throughout their consumer decision journeys in the context of Kopi Jago, a hyperlocal mobile-based coffee business. Using a qualitative approach guided by the Consumer Decision Journey (CDJ) framework, the study collected data through in-depth interviews with consumers, coffee experts, and marketing practitioners in West Jakarta. The findings indicate that digital marketing communication serves as an important touchpoint for initial brand awareness and consideration. During active evaluation, e-WOM, brand image, and price perception inform consumers' assessments of the brand and its value. At the purchase stage, physical accessibility, mobile coffee carts, and digital ordering services facilitate purchasing. Post-purchase experiences, particularly product consistency and perceived value, may reinforce satisfaction and encourage repeat purchasing. The study demonstrates how consumer decision journeys in a hyperlocal mobile coffee business emerge through the interaction of digital communication, consumer-generated information, physical accessibility, and consumption experiences. It contributes a context-specific application of the CDJ framework and offers insights for developing integrated, consumer-oriented marketing communication strategies.

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INTRODUCTION

Indonesia's coffee industry has grown substantially in recent years, driven by the expansion of coffee shops and the growing integration of coffee consumption into urban lifestyles (Limanseto, 2022). For many urban consumers, coffee has become more than a beverage; it is also associated with everyday routines, social interaction, and leisure (Dewi & Amali, 2026). In response to these changing consumption patterns, coffee businesses have increasingly sought to accommodate consumers' preferences for convenience, accessibility, and affordability. These developments have intensified competition among coffee businesses, particularly in urban areas where consumers have access to diverse brands and purchasing options (Wicaksana et al., 2022).

At the same time, economic pressures, including inflation and rising living costs, have affected consumers' purchasing power and spending priorities (Primantoro, 2026). Under these conditions, consumers may consider not only a coffee brand's quality and appeal but also its price, accessibility, and convenience. Such considerations reflect the importance of perceived value in consumer decision-making, as purchasing choices may depend on how consumers evaluate a product's benefits in relation to its cost and convenience (Fatmawati et al., 2023; Setyowati et al., 2025). In response, alternative business models have emerged to offer affordable products through flexible distribution systems. One such innovation is the "café on wheels" concept, which combines mobility, operational efficiency, and direct consumer interaction (Putri, 2026).

Kopi Jago reflects this model through its use of electric bikes and digital ordering systems, enabling consumers to access coffee through a mobile, digitally supported service (Kurniawan & Rojabi, 2026). Operating since 2020, Kopi Jago is among the earliest mobile coffee-to-go services in Jakarta, combining specialty coffee with a fleet of electric carts to reach consumers across the city (Maula et al., 2026). By bringing products closer to consumers, this business model addresses not only affordability but also the convenience and accessibility of coffee consumption. Its integration of digital ordering further connects consumers with the brand beyond conventional physical storefronts. These characteristics make Kopi Jago a relevant context for examining how digital marketing communication is experienced alongside the practical conditions of accessing and purchasing a product.

Consumer decision-making is increasingly understood as a dynamic process rather than a linear progression from brand awareness to purchase and loyalty (Santos & Gonçalves, 2021; Rahayu & Harsono, 2023). Initial interest in a brand does not necessarily lead directly to purchase, as consumers may seek additional information, compare competing offerings, or reconsider their choices as needs and circumstances change. They may revisit earlier stages as they gather information and evaluate alternatives, making the decision process responsive to changing preferences and experiences (Gahler et al., 2023; Tran & Khoa, 2026). The Consumer Decision Journey (CDJ) framework captures this complexity by conceptualizing consumer decisions through four interconnected stages: initial consideration, active evaluation, purchase, and post-purchase experience (Court et al., 2009; Xu, 2025). This framework offers a useful perspective on how consumers navigate their choices and how experiences at different stages may inform subsequent decisions.

Within this process, digital marketing communication plays an important role in how consumers encounter and engage with Kopi Jago. Beyond delivering promotional information, digital communication can facilitate interaction, provide information about products and services, and shape consumers' perceptions of the brand (Kabir et al., 2025; Sarfraz et al., 2025). Previous research has highlighted the role of digital platforms in strengthening brand engagement and supporting brand positioning (Kim et al., 2021). Integrated and consistent marketing communication may also contribute to a favorable brand image and stronger consumer engagement (Gunawan et al., 2026; Putri & Ikaningtyas, 2026). For a mobile-based business such as Kopi Jago, these digital interactions are closely linked to service accessibility and consumers' direct encounters with the brand. Digital marketing communication is therefore relevant not only to how consumers become aware of the brand but also to how they interpret and evaluate it throughout their decision journeys.

Consumers' decision journeys, however, are not shaped exclusively by brand-generated communication. Recommendations from other consumers, user-generated content, and previous consumption experiences may also inform brand evaluations and lead consumers to reconsider their choices (Heo & Lee, 2025; Haris, 2025; Agustian & Amali, 2026). As customer experience develops through interactions involving the brand, its partners, and consumers themselves, understanding consumer decision-making requires attention to how these influences intersect over time (Lemon & Verhoef, 2016). Consumers do not simply receive marketing messages; they interpret and integrate information and experiences as they navigate their choices. This perspective highlights the importance of examining the perceptions that inform consumers' evaluations of a brand and its offerings.

Furthermore, the relationship between digital communication and consumer experience is particularly relevant in a hyperlocal mobile-based business, where the purchasing process is closely tied to the practical conditions of accessing a product. Digital communication may introduce consumers to the brand and provide product information, while proximity, ordering convenience, and mobile service availability may shape how consumers translate interest into purchase experiences. Brand image and price perception are therefore considered in relation to the service context in which consumers encounter and consume the product. The CDJ framework provides a way to explore these interconnected dimensions by examining consumer experiences across initial consideration, active evaluation, purchase, and post-purchase experience (Court et al., 2009; Lemon & Verhoef, 2016).

Although previous research has examined digital marketing communication and its relationship with consumer behavior, it has paid less attention to how consumers experience and interpret digital marketing communication throughout their decision journeys in hyperlocal mobile-based business contexts. In such settings, consumers' evaluations may involve not only digital information and brand-related perceptions but also the practical conditions of accessing and purchasing products. This makes Kopi Jago a relevant context for exploring how consumers experience digital communication, brand image, and price perception across different stages of the consumer decision journey.

Therefore, this study aims to understand how consumers experience and interpret digital marketing communication, brand image, and price perception throughout their decision journeys in the context of Kopi Jago. Guided by the Consumer Decision Journey framework, the study explores consumer experiences across the stages of initial consideration, active evaluation, purchase, and post-purchase experience. By examining these experiences within a hyperlocal mobile-based coffee business, this study contributes to a contextual understanding of consumer decision journeys and offers practical insights for developing integrated, consumer-oriented marketing communication strategies.

METHOD

This study employed a qualitative research design to explore how consumers experience and interpret digital marketing communication, brand image, and price perception throughout their consumer decision journeys in the context of Kopi Jago. A qualitative approach was appropriate for examining participants' experiences, perceptions, and interpretations of the phenomenon under study (Creswell & Poth, 2017). The study followed the Consumer Decision Journey (CDJ) framework, which comprises four stages: initial consideration, active evaluation, purchase, and post-purchase experience (Court et al., 2009; Xu, 2025). This framework provided an analytical structure for examining how consumers encounter and respond to Kopi Jago's marketing communication and how their perceptions of the brand and its prices develop across the decision journey.

To obtain information relevant to the research objectives, informants were selected using purposive sampling, a non-probability sampling technique that enables researchers to recruit participants based on predefined criteria (Turner, 2020). The study involved 12 informants from West Jakarta, comprising 10 Kopi Jago consumers, one coffee expert, and one digital marketing practitioner. The researchers selected consumer informants based on two criteria: they had purchased Kopi Jago products in the past three months and had encountered or viewed Kopi Jago's digital marketing content. The coffee expert and digital marketing practitioner were included to provide complementary perspectives on the coffee industry and digital marketing practices.

Data were collected between January and February 2026 through semi-structured interviews, non-participant observation, and documentation. Interviews were conducted either face-to-face or online, depending on informants' availability. The semi-structured format enabled the researcher to address the study's main topics while allowing informants to elaborate on their experiences and perspectives (Knott et al., 2022). In addition to interviews, non-participant observation was conducted on Kopi Jago's digital platforms, including Instagram, TikTok, and its official website. Documentation involved collecting

digital promotional materials and customer reviews relevant to the study. These supplementary data sources provided contextual insights into Kopi Jago's digital marketing communication and consumer touchpoints, while also supporting the examination of the brand's promotional materials and online consumer responses.

The collected data were analyzed using the interactive model of qualitative data analysis which involves data reduction, data display, and conclusion drawing and verification (Miles et al., 2014). The researchers examined interview transcripts, observation notes, and digital documentation through thematic coding, using the CDJ framework as the analytical structure. The analysis focused on identifying patterns in how consumers encountered and interpreted digital marketing communication, evaluated brand image and price perception, made purchase decisions, and described their post-purchase experiences.

Furthermore, to strengthen the trustworthiness of the findings, the researchers employed data triangulation and reflexivity. Data from different sources and methods were cross-checked to identify convergent themes and discrepancies, which were then considered in developing more nuanced interpretations (Meydan & Akkaş, 2024). Source triangulation involved comparing accounts from consumer, expert, and practitioner interviews, as well as examining these accounts alongside digital platform observations and documentation. Additionally, member checking was conducted by confirming interview summaries with participants to validate the accuracy of the collected information.

FINDINGS AND DISCUSSION

Initial Consideration: Digital Marketing Communication and Brand Awareness

The findings indicate that digital marketing communication serves as an important entry point through which consumers encounter Kopi Jago and begin considering the brand as a potential coffee option. This finding corresponds with the initial consideration stage of the Consumer Decision Journey (CDJ), in which consumers develop a preliminary set of brands based on previous experiences, media exposure, recommendations, and brand awareness (Court et al., 2009; Xu, 2025). For Kopi Jago, Instagram and TikTok provide opportunities to introduce the brand, showcase its offerings, and maintain visibility among urban consumers exposed to competing coffee brands. These findings align with previous research that highlights the role of digital marketing communication in strengthening brand awareness and consumer engagement (Wan, 2023; Wahyudi & Sudarmiatin, 2024; Listari & Amali, 2025).

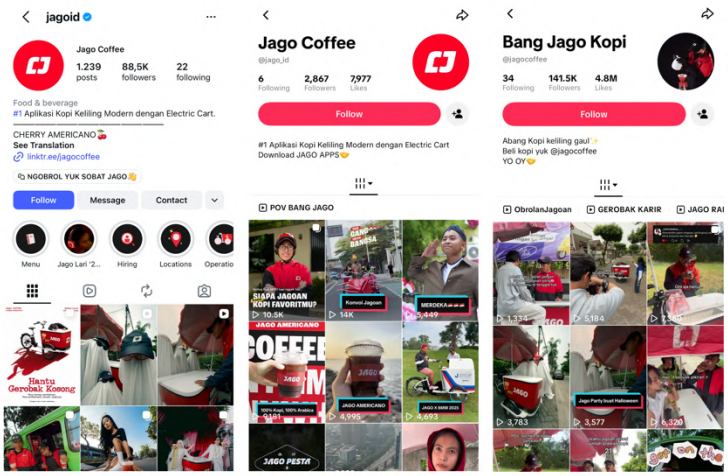


Figure 1. Kopi Jago's Instagram and TikTok Account as Brand Exposure Tools
Source*:* Instagram and TikTok Kopi Jago (2026)

Kopi Jago maintains an active presence on Instagram and TikTok, using these platforms to promote the brand and its mobile coffee carts. As shown in Figure 1, the interview findings further underscore the importance of digital communication in consumers' initial encounters

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with the brand. One informant emphasized that *"basically, social media is like a mandatory requirement in today's era."* This reflects social media's perceived importance as a source of information about brands and products. For Kopi Jago, digital content promotes the brand while keeping it visible in consumers' everyday media environments. However, exposure does not automatically lead to purchase. Rather, digital communication builds familiarity and creates opportunities for Kopi Jago to enter consumers' consideration sets. Subsequent evaluation and purchase depend on how the brand aligns with consumers' preferences, expectations, and circumstances. This reflects the CDJ perspective, in which initial consideration marks the beginning of a broader decision process rather than a direct path to purchase.

The role of digital marketing communication in initial consideration also depends on the content and relevance of the messages delivered. Consumers may encounter numerous promotional messages in their digital environments, but not all exposure generates meaningful brand awareness or interest. As shown in Figure 2, the findings suggest that Kopi Jago's communication resonates when consumers can relate its messages to their everyday coffee needs, especially with interactive content. This indicates that communication effectiveness depends not merely on visibility or frequency but also on the relevance of content to consumers' contexts. Previous research similarly highlights the role of relevant and engaging digital content in fostering consumer engagement and brand recognition (Koob, 2021; Wan, 2023). In this respect, Kopi Jago's digital communication may help establish an initial relationship with consumers by making the brand familiar and recognizable. However, this relationship remains preliminary. Consumers still need to evaluate whether the brand offers an appropriate combination of product quality, price, and convenience before purchasing.

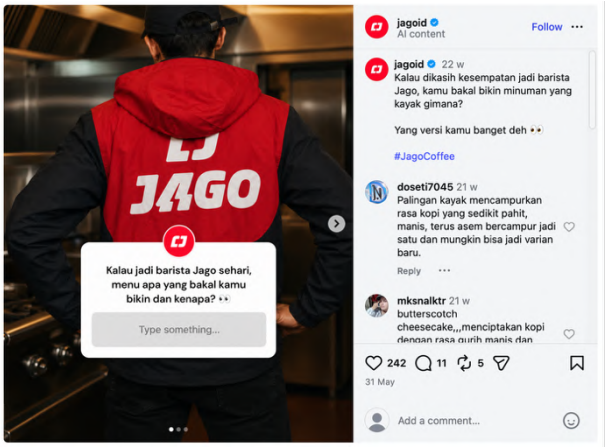


Figure 2. Kopi Jago's Instagram Interactive Content
Source*:* Instagram Kopi Jago (2026)

The findings further suggest that digital exposure is reinforced through Kopi Jago's physical presence in consumers' everyday environments. Consumers who encounter the brand through social media may subsequently see its mobile coffee carts or interact with its baristas, providing additional opportunities for recognition. This interaction between online communication and physical presence matters because it connects the brand's digital visibility with a real purchasing context. Digital communication may introduce the brand, while physical encounters make it tangible and potentially accessible. This integration reflects the broader understanding that consumer experiences are shaped across multiple touchpoints rather than through isolated communication channels (Verhoef et al., 2021; Gupta et al., 2023). For Kopi Jago, this means that digital marketing communication is not limited to generating online engagement. It also supports brand recognition in consumers' physical surroundings, potentially making it more salient when they seek convenient coffee options. The initial consideration stage therefore emerges through the interaction of digital exposure, brand familiarity, and everyday consumer contexts.

Active Evaluation: Brand Image, e-WOM, and Price Perception

Following initial consideration, consumers enter an active evaluation process in which they assess whether Kopi Jago meets their preferences and expectations. The findings indicate that this process involves more than reviewing brand-provided information. Consumers also draw on recommendations, previous experiences, and perceptions of price and value when evaluating the brand. This aligns with the CDJ framework, which conceptualizes active evaluation as a stage in which consumers seek information, compare alternatives, and assess relevant attributes before making a purchase decision (Court et al., 2009; Xu, 2025). In this context, digital marketing communication provides brand information, while e-WOM and price perception contribute to consumers' broader assessment of its attractiveness. This suggests that brand image is not formed exclusively through the brand's own promotional messages but is also shaped by information and experiences circulating among consumers. The evaluation stage therefore illustrates how brand-generated communication and consumer-generated information interact to shape brand-related perceptions.

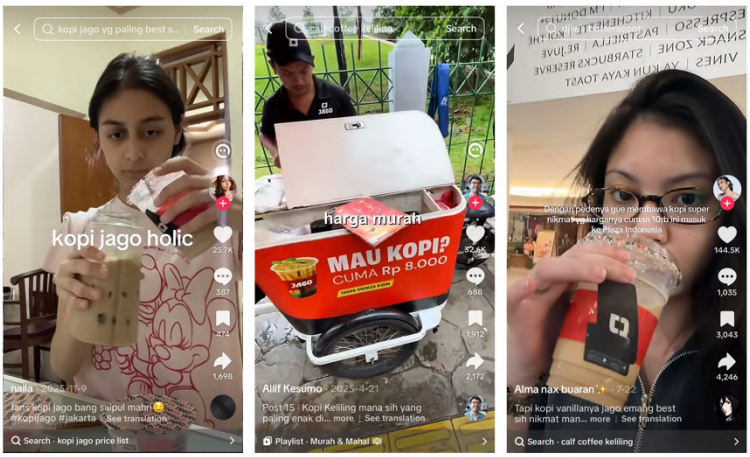


Figure 3. Kopi Jago e-WOM on TikTok
Source*:* TikTok (2026)

As shown in Figure 3, TikTok users frequently share content about Kopi Jago, including their experiences with the brand and encounters with its mobile coffee carts. The interviews also highlight word-of-mouth's role in shaping consumer preferences. One informant noted that *"in my experience, the most common way for a brand that has successfully expanded its reach is definitely through e-word of mouth."* This suggests that recommendations and shared experiences serve as important sources of information during consumer evaluation. While digital marketing communication introduces the brand and its offerings, e-WOM provides additional perspectives that may reinforce or challenge consumers' initial impressions. Unlike brand-generated messages, e-WOM reflects consumers' own interpretations and experiences, potentially reinforcing or challenging initial impressions (Liu et al., 2022; Le et al., 2024). For Kopi Jago, customer testimonials on its website represent a form of positive e-WOM that may build consumer trust and encourage consideration of the brand. Such testimonials are commonly used in digital marketing to provide social validation and support persuasive communication.

As shown in Figure 4, Kopi Jago uses customer testimonials to build consumer trust. e-WOM is particularly relevant to brand image, as consumers' evaluations may be shaped not only by the brand's social media content but also by others' opinions and experiences. These recommendations provide social information that helps consumers assess the brand's quality, reputation, and relevance to their preferences. This suggests that brand image is shaped not only by organizational communication but also by the circulation of consumer experiences. A favorable brand image may reduce uncertainty and facilitate evaluation, particularly among consumers with limited direct experience, consistent with

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research identifying brand image as relevant to consumer preferences and purchase intentions (Ekowati et al., 2025; Adiyanto et al., 2025).

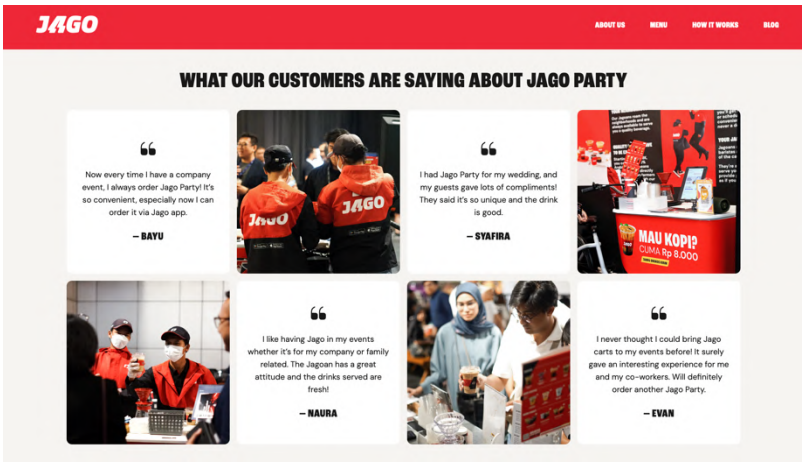


Figure 4. Kopi Jago Testimonials on Website
Source*:* Official Website Kopi Jago (2026)

Price perception also emerged as an important consideration during active evaluation. One informant noted that "honestly, it's very influential one of them is price." This highlights price as a factor when consumers compare Kopi Jago with other coffee alternatives. However, consumers do not assess price solely in terms of affordability; they also consider the expected benefits, including taste, quality, convenience, and accessibility. In this sense, perceived value reflects the relationship between the benefits received and the costs incurred. For Kopi Jago, affordable pricing may enhance its appeal, but consumers must also perceive that the product and purchasing experience justify the price. Price perception therefore operates alongside consumer expectations and purchasing conditions, rather than as a standalone indicator of affordability.



Figure 5. Kopi Jago Menu and Price
Source*:* Instagram Kopi Jago (2026)

As shown in Figure 5, Kopi Jago offers a variety of coffee products at affordable prices, with the most expensive item priced at IDR 12,000. From a consumer perspective, this is relatively inexpensive, particularly in West Jakarta. However, price alone does not determine consumer evaluation. Consumers also consider whether the product's taste, quality, and convenience justify its cost. A price perceived as reasonable in relation to the overall offering may strengthen the brand's appeal, whereas a mismatch between price and experience may weaken it. This aligns with research suggesting that consumers evaluate prices based on perceived value (Laksmana et al., 2026; Blut et al., 2024). Thus, during

active evaluation, consumers assess not simply whether Kopi Jago is affordable, but whether it offers sufficient value compared with their needs, expectations, and available alternatives.

Purchase: Accessibility, Convenience, and the Mobile Café Experience

At the purchase stage, the findings indicate that consumers' decisions are shaped not only by their prior evaluations of Kopi Jago but also by the practical conditions surrounding the transaction. Accessibility, ease of ordering, and convenience help move consumers from consideration to purchase. This aligns with the CDJ framework, which recognizes the moment of purchase as a distinct stage shaped by factors such as product availability, ease of ordering, promotions, and the purchasing experience (Court et al., 2009; Rachmiani et al., 2024). For Kopi Jago, the mobile café concept provides a distinctive context for understanding these factors. Its mobile coffee carts bring products closer to consumers, while its digital ordering services provide another channel for consumers to access the brand. The combination of digital and physical access points makes convenience central to the consumer experience. Thus, purchase decisions stem not only from favorable brand perceptions but also from the availability of a practical opportunity to obtain the product.

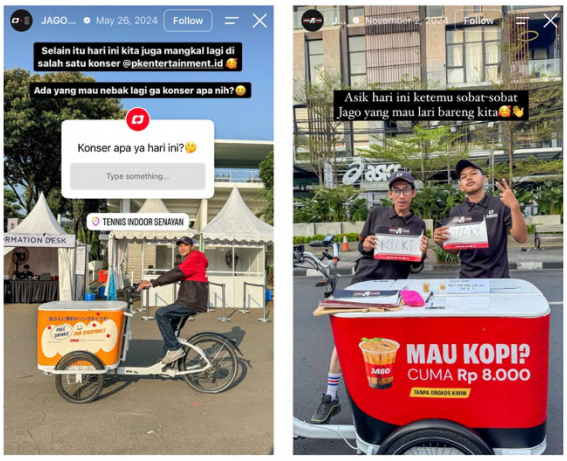


Figure 6. Mobile Coffee Carts of Kopi Jago at Music and Sport Event
Source*:* Instagram Kopi Jago (2026)

In addition to busy locations and office areas across West Jakarta, as shown in Figure 6, Kopi Jago's mobile coffee carts also operate at events such as music festivals and sporting events. This enhances accessibility by combining app-based ordering with the physical presence of mobile carts near consumers. Consumers may first encounter Kopi Jago through digital content and later find a cart near their workplace, residence, or daily route. Such proximity can facilitate purchases when consumers need coffee, suggesting that the purchase stage is shaped not only by prior evaluations but also by situational convenience and accessibility, consistent with research on consumer purchasing behavior (Vyt et al., 2022; Roy et al., 2021). For Kopi Jago, the mobile retail model is not merely a distribution strategy; it is part of the value proposition that connects brand communication with the actual purchasing experience. The brand's accessibility may make its communicated value more actionable by enabling consumers to obtain the product conveniently.

Price perception remains relevant at the point of purchase, as consumers assess whether the product's benefits justify its cost. The findings suggest that consumers evaluate price alongside taste, quality, and convenience, not in isolation. While affordable pricing may reduce hesitation, purchasing decisions also depend on whether the product and overall experience meet consumer expectations, consistent with research on price, perceived value, and purchasing behavior (Blut et al., 2024; Konuk, 2021). For Kopi Jago, the mobile café concept may enhance perceived value by combining affordable prices with convenient access. Importantly, purchase does not mark the end of the consumer decision

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journey. The actual experience lets consumers assess whether their expectations, shaped by digital communication, recommendations, and brand perceptions, align with the product and service they receive. This connection between expectations and experience reflects the interconnected nature of consumer journey stages (Li et al., 2021; Verhoef et al., 2021). For Kopi Jago, consistency between digital communication, accessibility, and the actual product experience may influence subsequent evaluations and willingness to return, reinforcing or reshaping consumer perceptions.

Post-Purchase Experience: Product Consistency, Satisfaction, and Loyalty

The post-purchase stage gives consumers an opportunity to assess whether their actual experience matches the expectations formed during the earlier stages of the consumer decision journey. The findings indicate that product consistency, particularly consistent taste, is an important consideration in consumers' experiences of Kopi Jago. This is significant because consumers' evaluations do not end when a transaction is completed. Rather, the experience of consuming the product may reinforce, modify, or weaken their earlier perceptions of the brand. If the product experience corresponds with consumers' expectations, it may support satisfaction and strengthen their willingness to consider purchasing the brand again. Conversely, an inconsistent experience may undermine the positive impressions developed through digital communication or recommendations. This finding highlights the importance of product and service delivery in sustaining the relationship between a brand's communicated value proposition and consumers' actual experiences.

The findings also identify Kopi Jago's "energy exchange" loyalty program as a mechanism intended to encourage repeat purchasing. By rewarding consumers for repeated transactions, the program provides an additional incentive to return to the brand. However, loyalty programs should not be assumed to automatically generate consumer loyalty. Their relevance depends on how they complement the overall consumer experience and whether consumers continue to perceive the brand as satisfying their needs. In this context, product consistency and perceived value remain important because rewards alone may not compensate for an unsatisfactory product or service experience. Previous research has discussed the potential of loyalty programs to support customer retention and repeat purchasing (Kaur, 2024; Meyer-Waarden et al., 2023). The findings from Kopi Jago suggest that loyalty initiatives may be most meaningful when they reinforce a positive relationship already established through product quality, convenience, and consumer satisfaction.

Within the CDJ framework, a positive post-purchase experience may contribute to a loyalty loop, in which consumers return to a previously selected brand without repeating the full evaluation process (Court et al., 2009; Xu, 2025). The findings suggest that consumers familiar with Kopi Jago may be more inclined to purchase it again when their prior experience met their expectations. Nevertheless, this does not mean that all satisfied consumers become loyal or stop considering alternative brands. Instead, positive experiences and loyalty incentives may make repeat purchasing more likely by reducing the need to reconsider alternatives in every purchase. This interpretation aligns with research on loyalty and repeat purchase behavior (Sy et al., 2025). For Kopi Jago, the post-purchase experience therefore serves as a stage where earlier brand communication and consumer evaluations may be reinforced, while also providing a basis for future decision journeys.

Integrating the Consumer Decision Journey in a Hyperlocal Mobile Coffee Business

Taken together, the findings illustrate how consumers experience Kopi Jago through an interconnected journey involving digital marketing communication, consumer-generated information, brand perceptions, price evaluations, physical accessibility, and post-purchase experiences. These elements intersect across the stages of the Consumer Decision Journey (CDJ), rather than operating as isolated influences. Digital marketing communication supports initial brand awareness and consideration, while e-WOM, brand image, and price perception inform consumers' evaluations as they compare the brand with their preferences and alternatives. At the purchase stage, convenience and physical

accessibility help translate prior evaluations into actual transactions. Post-purchase experiences, including product consistency and loyalty initiatives, may subsequently reinforce satisfaction and encourage repeat purchasing. This interpretation aligns with the CDJ perspective, which emphasizes the multiple touchpoints and experiences involved in consumer decision-making rather than a simple linear progression from exposure to purchase (Court et al., 2009; Li et al., 2021).

An important contextual insight is that Kopi Jago's consumer decision journey is not exclusively digital. Although consumers may initially encounter the brand through social media or other digital information, their evaluations are also shaped by their direct experience with the brand, or even their peers. Such information may reinforce or challenge brand-generated messages, influencing how consumers interpret the brand and reconsider their choices (Heo & Lee, 2025; Haris, 2025). These influences intersect with consumers' direct encounters with mobile coffee carts, service interactions, and product consumption. This reflects the view that customer experience develops through interactions involving brands, their partners, and consumers themselves (Lemon & Verhoef, 2016). For Kopi Jago, the mobile café model connects digital visibility with physical proximity, making accessibility a key part of the brand's value proposition. The journey therefore emerges through interactions among communication, social information, perception, access, and experience across digital and physical touchpoints (Verhoef et al., 2021; Gupta et al., 2023).

Within this journey, brand image and price perception are better understood as consumer evaluations that develop and evolve over time, rather than as isolated factors with fixed effects on purchase decisions. Digital marketing communication may introduce brand associations and contribute to image formation, as research on the relationship between Instagram marketing and brand image shows (Gunaprya & Putra, 2025; Kinanti & Amali, 2025). Similarly, research on digital marketing exposure highlights how communication and pricing stimuli can inform purchase decisions (Putri et al., 2026; Kurniawanto et al., 2026). However, consumers form evaluations not solely through brand-generated content. They also integrate recommendations, personal preferences, and previous consumption experiences when assessing the brand's quality, value, and relevance. Research on consumer behavior further illustrates the relevance of brand image and consumer attitudes in shaping purchase-related responses (Lin & Chuang, 2019; Zou, 2023; Amali & Putri, 2024). In the Kopi Jago context, these evaluations may encourage consideration, but they do not necessarily lead to purchase or loyalty. Their relevance depends on how they correspond with consumers' needs, expectations, and actual experiences.

The post-purchase stage further shows how the brand's delivered experience can shape subsequent consumer evaluations and decisions. Consumers assess whether the product and service meet the expectations formed through digital communication, recommendations, and prior evaluations (Handayanti & Darmawan, 2024). Product consistency, service experience, and loyalty initiatives may reinforce or reshape these perceptions, influencing the possibility of continued engagement and repeat purchasing. This aligns with research showing that satisfaction shapes the relationship between marketing communication and loyalty (Amali & Khairani, 2026; Asmin et al., 2025). For Kopi Jago, repeat purchasing therefore cannot be understood solely as the outcome of initial exposure or favorable brand perceptions. Rather, it may develop through the alignment of communicated value, purchasing convenience, and the post-consumption experience.

Overall, the findings demonstrate how the CDJ framework can be applied to understand consumer experiences in a hyperlocal mobile coffee business. Consumers do not simply receive marketing messages; they actively interpret and integrate information from the brand, other consumers, and their own experiences as they navigate their choices. Kopi Jago's mobile service model makes the relationship between digital communication and physical accessibility particularly salient, illustrating how brand-generated communication, consumer-generated information, and consumption experiences intersect throughout the journey. This contextual contribution does not imply that the CDJ framework is replaced or that the study establishes a new causal model. Rather, it offers a context-specific interpretation of the framework by showing how consumer evaluations and decisions develop through the interplay of digital and physical touchpoints in a mobile coffee business.

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CONCLUSION

Guided by the Consumer Decision Journey (CDJ) framework, the findings demonstrate that consumer decision-making involves an interconnected process shaped by digital communication, consumer-generated information, brand-related perceptions, purchasing conditions, and post-purchase experiences. At the initial consideration stage, digital marketing communication, particularly through social media, provides a key touchpoint through which consumers become aware of Kopi Jago and begin considering the brand. During active evaluation, e-WOM, brand image, and price perception shape consumers' assessments of the brand's relevance, value, and attractiveness relative to their preferences and alternatives. At the purchase stage, the mobile café model, physical proximity, and digital ordering services improve access and help link prior evaluations to actual purchasing experiences. Post-purchase experiences, particularly product consistency and perceived value, contribute to consumer satisfaction and may encourage repeat purchasing.

Theoretically, this study contributes a context-specific application of the CDJ framework to a hyperlocal mobile-based coffee business by showing how consumer evaluations and decisions develop through interactions between digital and physical touchpoints. It highlights the role of consumer-generated information and experiences in shaping brand perceptions, while showing how brand image and price perception may evolve throughout the journey rather than serve as fixed determinants of purchase. Practically, the findings suggest that Kopi Jago should approach marketing communication as part of an integrated consumer experience rather than as a promotional activity limited to digital platforms. Aligning digital communication with the availability and quality of the mobile coffee service may help match consumer expectations with their experiences, while loyalty initiatives may support repeat purchasing when they complement a satisfying, consistent product experience.

Future research could examine consumer decision journeys in other hyperlocal mobile-based businesses to explore whether similar patterns emerge across different products, locations, and consumer groups. Comparative studies involving conventional coffee shops and mobile coffee businesses may provide further insights into how business models shape consumer touchpoints and purchasing experiences. Further research could also employ longitudinal or mixed-method designs to examine how consumer evaluations change over time and how digital communication, e-WOM, brand image, price perception, accessibility, and post-purchase experiences relate to subsequent purchase and loyalty behavior. Including non-customers and consumers who have discontinued purchasing could provide a more comprehensive understanding of the consumer decision journey.

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AUTHOR CONTRIBUTION

Rizky Subastian: Conceptualization; Methodology; Writing – original draft; Writing – review & editing. **Sri Wahyuning Septarina**: Investigation; Data curation; Formal analysis; Writing – review & editing.

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DECLARATION OF COMPETING INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

DECLARATION OF GENERATIVE AI AND AI-ASSISTED TECHNOLOGIES

The authors declare that no generative AI or AI-assisted technologies were used in the preparation of this manuscript, except for routine spelling, grammar, punctuation, and formatting tools. No confidential, personal, or proprietary data were shared with any AI system during manuscript preparation.

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