

**THE INFLUENCE OF PRODUCT INNOVATION, PRODUCT QUALITY, AND
INFLUENCER MARKETING ON PURCHASE DECISIONS THROUGH THE
FORE APPLICATION (A CASE STUDY ON GENERATION Z IN SURABAYA)**

Undergraduate Thesis



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UNIVERSITY OF PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
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BUSINESS ADMINISTRATION STUDY PROGRAM
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APPROVAL SHEET

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Hereby declare that this undergraduate thesis is my original work and has never been submitted to obtain an academic degree at University of Pembangunan Nasional "Veteran" Jawa Timur or any other higher education institution. Furthermore, it does not contain any work or opinions previously written or published by others, except for those which are explicitly cited in this thesis and listed completely in the references.

I also declare that this scientific work is free from any form of plagiarism. If, in the future, any indication of plagiarism is found in this undergraduate thesis, I am willing to accept sanctions in accordance with the applicable regulations of UPN "Veteran" East Java.

Thus, I make this statement truthfully, without any coercion from any party, and for it to be used as appropriate.

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ABSTRACT

THE INFLUENCE OF PRODUCT INNOVATION, PRODUCT QUALITY, AND INFLUENCER MARKETING ON GEN-Z PURCHASE DECISIONS THROUGH FORE COFFEE'S APPLICATION IN SURABAYA

The rapid growth of digital coffee consumption in Indonesia has positioned Generation Z as a primary market segment that relies on mobile ordering platforms. Despite Fore Coffee's strong market presence, a significant decline in sales volume was observed in Surabaya in 2024, highlighting a potential gap in converting digital interest into confirmed transactions. This research aims to analyze how product innovation, product quality, and influencer marketing affect the purchase decisions of young consumers, specifically through the brand's mobile application. This study provides an original contribution by focusing on the digital ecosystem of an application rather than physical store locations, addressing a specific research gap in the Surabaya market. The findings suggest that coffee retailers must prioritize consistent menu updates and optimize application features to maintain competitiveness. These insights imply that digital marketing strategies for the food and beverage industry should emphasize product variety and user convenience to secure the loyalty of the younger generation successfully.

Keywords : Application; Fore Coffee; Generation Z; Influencer Marketing; Product Innovation; Product Quality; Purchase Decision