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A Development Model Of Promotional Strategy, Brand Equity, And Product Innovation Influencing Purchase Intention: A Case Study Of Nata De Coco Msmes In North Minahasa Regency, Indonesia

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ABSTRACT

Research on promotional strategies, brand equity, product innovation, and purchase intention in marketing is a crucial area of study. This research aims to enhance marketing strategies, particularly for MSMEs producing nata de coco in North Minahasa Regency, in supporting and improving their business processes. The study utilizes a sample drawn from the population. Given the large size of the population and the impracticality of studying the entire group, a sample size of 100 respondents was selected, meeting the minimum requirements for sampling. This research employs a causal associative approach to analyze the relationships among variables, both simultaneously and partially. The variables examined in this study include: promotional strategy (X1), measured through indicators such as promotional messages, promotional media, and timing (Kotler & Keller, 2016); brand equity (X2), measured by brand awareness, perceived quality, brand association, and brand loyalty; and product innovation (X3), with indicators including transactional interest, referential interest, preferential interest, and exploratory interest. The results of the study indicate that promotional strategies, brand equity, and product innovation have both partial and simultaneous (combined) effects on the purchase intention of nata de coco MSME products in North Minahasa Regency.

Keywords: Brand Equity, Product Innovation, Promotional Strategy, Purchase Intention.

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INTRODUCTION

North Sulawesi is the second-largest coconut producer in Indonesia, and every part of the coconut—trunk, leaves, fruit, and water—offers significant benefits to

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humans. Coconut water, once considered waste, has been innovatively processed into a popular product known as nata de coco. A common issue in nata de coco production is the length of the fermentation process. Prolonged fermentation of coconut water often leads to the formation of a white layer on the surface, which can weaken the quality of nata de coco

In North Minahasa Regency, small-scale nata de coco enterprises face several challenges: limited product variety (only one flavor), low production capacity despite high market demand, and an abundant supply of coconut water waste due to the vast coconut plantations in the area. These conditions suggest the need for collaboration with local communities to establish new nata de coco enterprises and to expand business opportunities.

To enhance the quality of nata de coco to meet export standards, attention must be paid to several influencing factors, including raw and supplementary materials, processing methods, and post-harvest handling. Research on small-scale nata de coco businesses has identified the use of nitrogen sources and natural/organic materials to produce high-quality nata de coco, including the implementation of "food grade" material models (Mandey et al., 2020).

In today's competitive business landscape, producers—particularly MSMEs (UMKM) engaged in nata de coco production in North Minahasa—must go beyond product functionality and focus on strategic marketing. Key challenges include ineffective promotion, lack of brand equity, and minimal product innovation, all of which influence consumer purchase intentions.

To address these issues, this study analyzes whether promotional strategies, brand equity, and product innovation significantly influence consumer purchase intention toward MSME nata de coco products in North Minahasa. Specifically, this study aims to examine the simultaneous and partial effects of these three variables on purchase intention.

The main issue faced by nata de coco MSMEs in North Minahasa is the absence of well-implemented promotional strategies, underdeveloped brand equity, and product innovations that are not yet effectively communicated through social or mass media to stimulate consumer interest. The urgency of this research lies in the need to develop marketing strategies that can expand market share and serve as a potential national model and flagship product of Universitas Sam Ratulangi (Unsrat). There are approximately two active small business groups that produce nata de coco in the region. Thise study used an associative method involving two or more variables to identify relationships between them. Sampling was conducted using purposive sampling, which, according to Sugiyono (2018), is based on specific criteria deemed relevant by researchers. By applying a model that incorporates promotional strategy, brand equity, and product innovation, producers are expected to better meet consumer needs and preferences, leading to higher customer satisfaction and stronger purchase intention. Ultimately, the development of innovative marketing strategies is essential to attract new customers and strengthen the UMKM nata de coco product market.

METHODS

Type of Research

This study analyzes the development model of promotional strategy (X1), brand equity (X2), and product innovation (X3) and their influence on purchase intention (Y) among consumers in North Minahasa Regency. Thise studyemployed causal associative research, which aims to predict and examine the relationships and effects between independent and dependent variables.

Data Sources

Primary Data: Collected through questionnaires distributed to selected respondents.

Secondary Data: Obtained from literature, previous research, and related documentation relevant to MSME product development and marketing strategies.

Research Object

This study focuses on Micro, Small, and Medium Enterprises (MSMEs) producing nata de coco in North Minahasa Regency. These businesses represent a sector within the local creative economy that utilizes coconut water, a by-product often considered waste, as a raw material.

Population and Sample

Population: According to Sugiyono (2019:126), the population is a generalization region consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and conclusions drawn.

Sample: According to Sugiyono (2019:127), a sample is part of the number and characteristics possessed by the population. This study used non-probability sampling with a purposive sampling technique, where samples were chosen based on specific criteria. The total sample size in this study was 100 respondents, representing consumers who purchased nata de coco products in North Minahasa Regency.

Respondent Characteristics

Respondents were reached through an online survey using Google forms. The majority age group was between 21 and 23 years old (64%), followed by 17–20 years (21%) and 24–27 years (15%). Respondents were primarily domiciled in Bahu (32%), with others spread across Kleak, Airmadidi, Malalayang, Tomohon, and other areas of Manado. Most respondents were familiar with nata de coco products, and 88% of those who had purchased the product deemed it suitable for consumption and recomenddet it.

Instrument Testing

Validity Test: All item indicators were tested using Corrected Item-Total Correlation and were found to be valid, with r-values exceeding the r-table value of 0.256.

Reliability Test: Cronbach's alpha values for all variables exceeded 0.6, confirming that the instruments are reliable: Promotional Strategy: 0.809; Brand Equity: 0.716; Product Innovation: 0.739; Purchase Intention: 0.752

Data Analysis Techniques

Data analysis was conducted using SPSS version 26, employing the following techniques:

Classical Assumption Tests:

The diagnostic phase of the analysis began with verifying the fundamental assumptions of the linear model. A Normality Test confirmed that the data distribution followed a normal curve, while a Multicollinearity Test yielded tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values below 10, indicating no problematic redundancy between variables. Furthermore, a Heteroscedasticity Test revealed no clear patterns within the scatterplot, suggesting a constant variance of residuals.

With these assumptions satisfied, Multiple Linear Regression Analysis was conducted to quantify the influence of X1, X2, and X3 on the dependent variable, Y. The significance of these relationships was evaluated through two lenses: the t-test (Partial Test) was used to determine the unique individual effect of each independent variable, while the F-test (Simultaneous Test) was applied to evaluate the collective influence of all independent variables on the model as a whole.

Coefficient of Determination (R2): This indicates that 54.3% of the variance in purchase intention is explained by promotional strategy, brand equity, and product innovation.

RESULTS AND DISCUSSION

Results

The Influence of Promotional Strategy, Brand Equity, and Product Innovation on Purchase Intention

Promotional Strategy for Nata de Coco Products

Promotional strategies are essential to ensure that the products offred are well recognized by the public. According to Belch (2007), promotions play a vital role in marketing. An effective promotional strategy can be the key difference between the success and failure of a product or brand in a highly competitive market.

Brand Equity

Brand equity represents consumers perceptions and responses toa particular brand. It encompasses the overall value that a brand contributes to a product or service from the consumers perspective.

Product Innovation

Product innovation is closely linked to the introduction of new product line s. Continuous innovation within a company is a fundamental necessity that can create competitive advantage. As noted by Utaminingsih (2016), innovation is a critical managerial function that determines superior business performance.

Purchase Intention

Purchase intention reflects consumer behavior triggered by external factors, leading consumers to make purchase decisions based on personal characteristics and the decision-making process. This signifies the desire or willingness of consumers to buy a product (Bukhari et al., 2023).

Community Engagement Activities for Nata de Coco "Monic"

The following outreach and training activities were conducted as part of this research:

1. Dissemination of information to both consumers who have and have not previously consumed Nata de Coco "Monic" through local family organizations.
2. Conducting workshops and training sessions for beginner and intermediate-level MSMEs in North Sulawesi.
3. Providing educational outreach through religious organizations, including members of the parish of St. Antonius de Padua in Airmadidi Subdistrict, North Minahasa Regency, as well as community outreach to mothers' groups (PKK) in Malalayang I Barat, Environment VIII.

Research Object

Nata de Coco is a food product made from fermented coconut water using acetic acid (AA). It is widely known in Indonesia and is commonly consumed as a refreshing dessert, cocktail ingredient, or drink, often served in a jelly like form (Mandey et al, 2025). Beyond its culinary appeal, Nata de Coco production is part of the creative economy, as it utilizes coconut water a by-product that is often discarded by coconut vendors as its main raw material. This innovation has attracted many MSMEs to engage in the production and marketing of nata de coco. In particular, MSMEs in North Minahasa Regency have started producing and marketing this product, recognizing its promising potential. Despite the existing competition, proper business management enables Nata de Coco enterprises to remain competitive in the market.

Respondents

This research was conducted online using a Google Form questionnaire distributed to the target respondents. The study involved

100 respondents, representing consumers who had previously purchased Nata de Coco products in North Minahasa Regency.

Respondent Characteristics

Table 1. Respondent Age Distribution

Age Range	Number of Respondents	Percentage
17–20	21	21%
21–23	64	64%
24–27	15	15%
Total	**100**	**100%**

The majority of respondents were aged 21–23 years, accounting for 64% of the total, followed by 21% in the 17–20 age group and 15% in the 24–27 age group.

Table 2. Respondent Area of Residence:

Area	Number of Respondents	Percentage
Bahu	32	32%
Kleak	16	16%
Airmadidi	14	14%
Malalayang	10	10%
Tomohon	7	7%
Sario	4	4%
Tuminting	4	4%
Karombasan	3	3%
Teling	3	3%
Tondano	2	2%
Dimembe	3	3%
Paal 2	2	2%
Total	**100**	**100%**

Based on the data above, the highest number of respondents came from Bahu, making up 32% of the total sample size.

Additionally, more respondents were familiar with the nata de coco product than those who had previously purchased it. However, among the 88% of respondents who had purchased Nata de Coco, the majority stated that the product was suitable for consumption and would recommend it to other potential consumers.

Validity Test

Validity testing refers to the degree to which the data collected accurately reflects the real conditions of the research object. According to Sugiyono (2019), valid data are consistent with the actual state of the object being studied.

Table 3. Validity Test Results for Each Variable Indicator:

Variable	Indicator	Corrected Item-Total Correlation	r-Table	Conclusion
Promotional Strategy	X1	0.782	0.256	Valid
	X2	0.882	0.256	Valid
	X3	0.885	0.256	Valid
Brand Equity	X1	0.820	0.256	Valid
	X2	0.721	0.256	Valid
	X3	0.707	0.256	Valid
	X4	0.701	0.256	Valid
Product Innovation	X1	0.820	0.256	Valid
	X2	0.701	0.256	Valid
	X3	0.754	0.256	Valid
	X4	0.719	0.256	Valid
Purchase Intention	Y1	0.785	0.256	Valid
	Y2	0.733	0.256	Valid
	Y3	0.785	0.256	Valid
	Y4	0.746	0.256	Valid

Based on the table above, all variables have corrected item-total correlation values greater than the r-table value of 0.256, indicating that all measurement items were valid.

Reliability Test

Reliability testing was used to assess the consistency of respondents answers to the questionnaire items. According to Ghozali (2012), an instrument is considered reliable if the Cronbach's alpha coefficient is greater than 0.6. A reliable instrument yields consistent results when it is used repeatedly.

Table 4. Reliability Test Results Based on Cronbach's Alpha

Variable	Cronbach's Alpha	Conclusion
Promotional Strategy	0.809	Reliable
Brand Equity	0.716	Reliable
Product Innovation	0.739	Reliable
Purchase Intention	0.752	Reliable

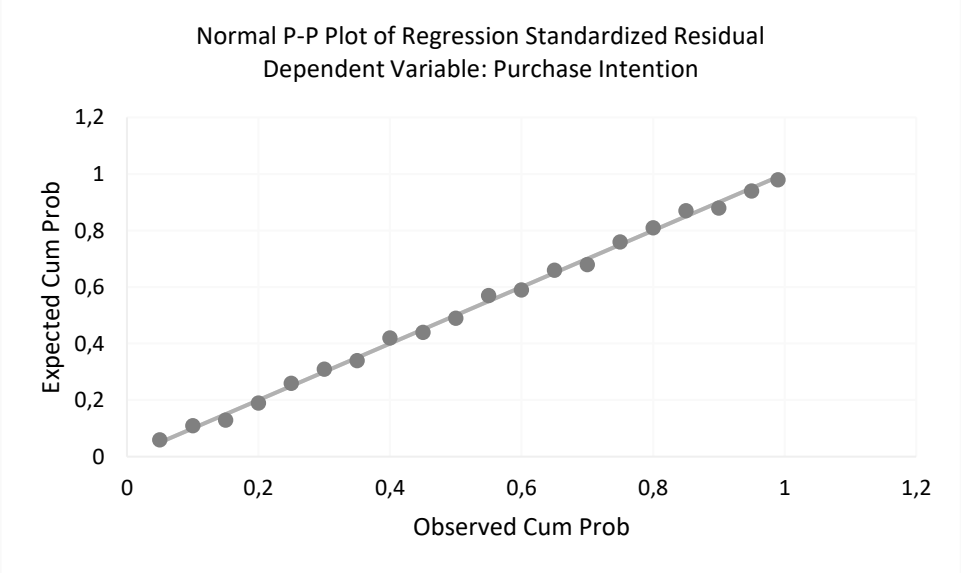
The table shows that all variables have Cronbach's alpha values above 0.6. Therefore, the research instrument was considered reliable for data collection.

Classical Assumption Testing

Normality Test

A normality test was conducted to assess whether the residuals of the regression model were normally distributed. This was evaluated using a Normal P–P Plot of the regression standardized residuals, as shown in Figure 1.

Figure 1. Normal P–P Plot of Regression Standardized Residual



The plot demonstrates that the data points are closely aligned with the diagonal line, indicating that the residuals followed a normal distribution. There was no significant deviation from the line, and the spread of the data points appeared to be balanced on both sides. Thus, it can be concluded that the assumption of normality was met in this regression model.

Multicollinearity Test

A multicollinearity test was conducted to determine whether there was a strong correlation between the independent variables in the regression model. This was evaluated using tolerance and variance inflation factor (VIF) values. The results are shown in Table 5.

Table 5. Multicollinearity Test Results

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.502	.638		2.356	.021		
	Promotional Strategy	.175	.191	.275	7.928	.000	.581	1.721

Brand Equity	.204	.230	.287	3.570	.001	.335	1.985
Product Innovation	.482	.130	.351	3.701	.000	.321	1.118

a. Dependent Variable: Purchase Intention

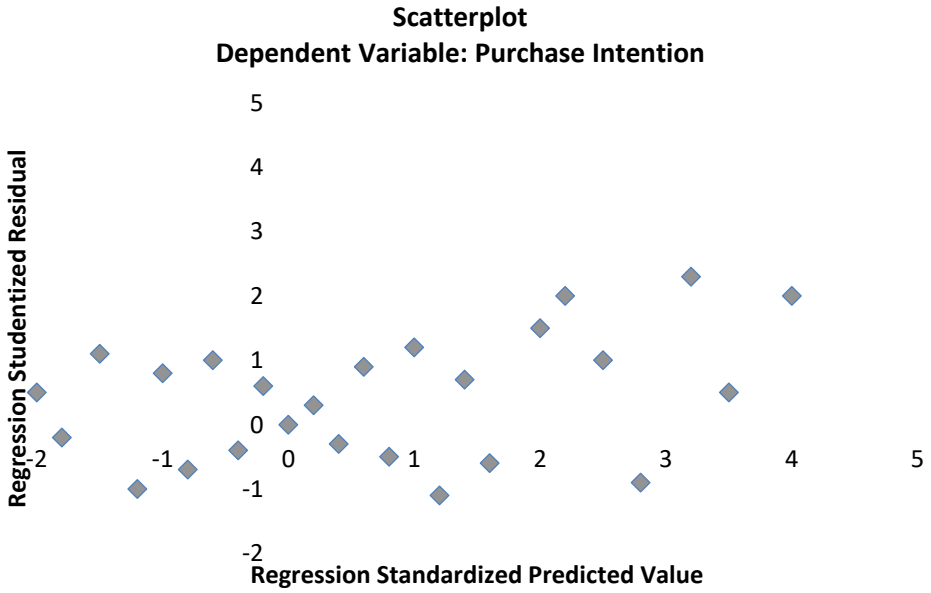
Based on the table above, the following interpretations can be made:

1. For the variable *Promotional Strategy*, the tolerance value was greater than 0.10 (0.581), and the VIF value was less than 10 (1.721), indicating that the variable was free from multicollinearity.
2. For the variable *Brand Equity*, the tolerance value was greater than 0.10 (0.335), and the VIF value was less than 10 (1.985), indicating that the variable was free from multicollinearity.
3. For the variable *Product Innovation*, the tolerance value was greater than 0.10 (0.321), and the VIF value was less than 10 (1.118), indicating that the variable was free from multicollinearity.

Heteroscedasticity Test

Aheteroscedasticity test was conducted to determine whether there was a systematic variance in the residuals of the regression model. This was evaluated using a scatter plot of the residual valuesFigure 2.

Figure 2. Scatterplot of Regression Standardized Predicted Value vs. Regression Studentized Residual.



Based on the scatterplot, the residual points appeared to be randomly scattered and did not form any clear or systematic pattern. This indicates that heteroscedasticity was not present in the model thus, the assumption of homoscedasticity was fulfilled.

Multiple Linear Regression Analysis

Hypothesis testing was performed using multiple linear regression analysis. This analysis was performed to examine the relationship between the independent and dependent variables—whether the relationship was positive or negative—based on the values found in the Unstandardized Coefficients column (denoted by B values).

Table 6. Coefficients of Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.502	0.638		2.356	0.021
	Promotional Strategy	0.175	0.191	0.275	7.928	0.000
	Brand Equity	0.204	0.230	0.287	3.570	0.001
	Product Innovation	0.482	0.130	0.351	3.701	0.000

a. Dependent Variable: Purchase Intention

Based on the table above, the multiple linear regression equation can be constructed using the B coefficient column.

The resulting regression model from this study is as follows:

$$\mathbf{Y = 1.502 + 0.175X_1 + 0.204X_2 + 0.482X_3}$$

1. The regression coefficient for **Promotional Strategy (X_1)** is **0.175**, indicatinges a positive relationship with **Purchase Intention (Y)**. This means that if Promotional Strategy increases by one unit, Purchase Intention will also increase by 0.175 units, assuming all other variables remain constant.
2. The regression coefficient for **Brand Equity (X_2)** was **0.204**, suggesting a positive influence on Purchase Intention. An increase of one unit in Brand Equity is expected to raise Purchase Intention by 0.204 units, holding the other variables constant.
3. The regression coefficient for **Product Innovation (X_3)** is **0.482**, reflecting a positive impact on Purchase Intention. This implies that a one-unit increase in Product Innovation results in a 0.482 unit increase in Purchase Intention, assuming the other variables remain constant.

Partial Test (t-Test)

A t-test was used to determine the individual influence of each independent variable on the dependent variable. According to Ghozali (2012), the decision-making criteria are as follows

1. The significance value was compared with a probability level of 0.05. The null hypothesis (H_0) was accepted if the significance value was greater than 0.05, and the alternative hypothesis (H_a) was accepted if the significance value was less than 0.05.
2. The calculated t-value (tcount) is compared with the critical t-table value (Ttable). H_a is accepted if Tcount > Ttable, and H_0 is accepted if Tcount < Ttable.

   Using a significance level of 5% (α = 0.05) and degrees of freedom calculated as

   df = n − k − 1 = 100 − 3 − 1 = 96

   The corresponding t table value is 1.290.

Refer to Table 6 for the coefficients and t-values. The interpretations are as follows

1. For the variable **Promotional Strategy (X_1)**, the calculated t-value is **7.928**, which is greater than the ttable value of 1.290. The significance value was **0.000**, which was less than 0.05. Therefore, **H_1 is accepted**, indicating that Promotional Strategy (X_1) has a significant effect on Purchase Intention (Y).
2. For the variable **Brand Equity (X_2)**, the calculated t-value is **3.570**, which is greater than the t table value of 1.290. The significance value was **0.001**, which was less than 0.05. Thus, **H_2 is accepted**, indicating that Brand Equity (X_2) significantly affects Purchase Intention (Y).
3. For the variable **Product Innovation (X_3)**, the calculated t-value is **3.701**, which exceeds the t table value of 1.290. The significance value is **0.000**, which is again below 0.05. Hence, **H_3 is accepted**, confirming that Product Innovation (X_3) significantly influences Purchase Intention (Y).

Simultaneous Test (F-Test)

The F-test was used to determine whether all independent variables in the regression model simultaneously influenced the dependent variable. According to Ghozali (2012), the F-test helps to assess whether the regression model as a whole is statistically significant.

The F-value was calculated using SPSS Statistics version 26. The calculated F-value (Fcount) is then compared to the critical value Ftable at a 5% significance level (α = 0.05) using the following decision criteria:

1. If **Sig. < 0.05** or **Fcount > Ftable**, then the independent variables simultaneously influence the dependent variable.
2. If **Sig. > 0.05** or **Fcount < Ftable**, then the independent variables do not simultaneously influence the dependent variable.

The critical value Ftable was determined using:

- **Degrees of freedom**: $df_1 = k = 3$ (number of independent variables)
  $df_2 = n - k = 100 - 3 = 97$
- From the F-distribution table at $\alpha = 0.05$, **Ftable = 2.70**

The results of the data analysis using SPSS Statistics version 26 are presented in the following table:

Table 7. F-Test analysis

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	350.302	3	116.767	37.991	.000[b]
	Residual	295.058	96	3.074		
	Total	645.360	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Product Innovation, Promotion Strategy, Brand Equity

Based on the results presented in the table above, the significance value for the influence of Promotional Strategy (X_1), Brand Equity (X_2), and Product Innovation (X_3) on Purchase Intention (Y) is 0.000, which is less than the threshold of 0.05. Additionally, the Fcount value is 37.991, which is greater than the Ftable value of 2.70 (37.991 > 2.70). Therefore, it can be concluded that H_4 is accepted, indicating that Promotional Strategy, Brand Equity, and Product Innovation have a simultaneous positive and significant effect on Purchase Intention.

Coefficient of Determination and Correlation (R^2) Test

To determine the strength of the relationship between the independent and dependent variables, a coefficient of determination (R^2) test was conducted. This test measures the proportion of variance in the dependent variable that can be explained by independent variables in the regression model. In this study, the independent variables are Promotional Strategy (X_1), Brand Equity (X_2), and Product Innovation (X_3), while the dependent variable is Purchase Intention (Y).
The R^2 value is important for evaluatinge the overall goodness-of-fit of the model. A higher R^2 value indicates that a greater proportion of the variance in the dependent variable is explained by the model. The results of the R^2 and Adjusted R^2 values are presented in Table 8.

Table 8. F-Test analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737[a]	.543	.529	1.75315

a. Predictors: (Constant), Product Innovation, Promotion Strategy, Brand Equity
b. Dependent Variable: Purchase Intention

Based on the table above, the coefficient of determination (R^2) is 0.543. This indicates that the independent variables—Promotional Strategy (X_1), Brand Equity (X_2), and Product Innovation (X_3)—simultaneously contribute 54.3% to the variation in the dependent variable, Purchase Intention (Y).

The remaining 45.7% (100% − 54.3%) were influenced by other factors or variables not included in this study.

Discussion

The Influence of Promotional Strategy, Brand Equity, and Product Innovation on Purchase Intention

The results of the simultaneous F-test show that the variables Promotional Strategy (X_1), Brand Equity (X_2), and Product Innovation (X_3) have a significance value of 0.000 in relation to Purchase Intention (Y). This means that the coefficients for these variables are statistically significant, as the significance values are less than 0.05.

In addition to analyzing the significance (probability) value, the F-test can be interpreted by comparing the calculated F-value (Fcount) with the critical F-table value (Ftable). According to the decision rule, if Fcount > Ftable, the research hypothesis is accepted. In this case, Fcount was greater than Ftable, indicating that the hypothesis was supported.

Therefore, it can be concluded that Promotional Strategy, Brand Equity, and Product Innovation have a simultaneous and significant influence on Purchase Intention. This highlights the effectiveness of these three factors in shaping consumer buying behavior particularly for MSMEs (Micro, Small, and Medium Enterprises). The findings affirm that these strategies are crucial tools for entrepreneurs aiming to grow their businesses and achieve higher levels of success.

The Influence of Promotional Strategy on Purchase Intention

Based on the results of the t-test analysis, the variable Promotional Strategy shows a t-value greater than the critical t-table value, and its significance level is below 0.05. This indicates that Promotional Strategy has a significant influence on Purchase Intention.

This finding confirms that marketers currently consider the development of promotional strategies as one of the most effective tools to attract potential consumers. For micro, small, and medium enterprises (MSMEs), the implementation of well-crafted promotional strategies can significantly assist in marketing their products. Promotional activities are

believed to capture consumer attention through creativity and uniqueness, whereas consumer trust in the quality of the promoted product plays a vital role in influencing purchasing decisions.

Therefore, it can be concluded that Promotional Strategy has a significant and positive effect on consumer Purchase Intention.

The Influence of Brand Equity on Purchase Intention

Based on the results of the t-test analysis for the variable Brand Equity, the calculated t-value was greater than the critical t-table value, and the significance level was below 0.05. This indicates that Brand Equity has a significant influence on Purchase Intention.

This finding demonstrates that increasing brand equity is an effective marketing strategy for influencinge both customer purchase intention and satisfaction. MSME entrepreneurs must understand the importance of brand strength, as it ultimately enhances customers' desire to repurchase produkts. As brand equity increases, it becomes easier to influence customers' perceptions of a product, which in turn affects their purchase decisions. High brand equity is perceived as an added value by customers, potentially leading to increased sales.

Thus, it can be concluded that Brand Equity significantly influences Purchase Intention.

The Influence of Brand Equity on Purchase Intention

Based on the results of the t-test analysis for the variable Product Innovation, the calculated t-value was greater than the critical t-table value, and the significance level was below 0.05. Therefore, it can be concluded that Product Innovation has a significant influence on Purchase Intention.

This finding confirms that product innovation is crucial for business actors, particularly MSMEs. By improving both existing and new products, businesses can maintain product consistency and introduce new variants to prevent consumer fatigue with their current offerings. Moreover, product innovation is considered a key factor influencing consumer buying interest. Consumers tend to compare products before making a purchase decision, especially against competitors' offerings. Hence, product innovation is expected to enhance consumer appeal and increase purchase intentions.

In conclusion, Product Innovation significantly influences Purchase Intention.

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CONCLUSION

This study confirms that Promotional Strategy, Brand Equity, and Product Innovation have a simultaneous and partial significant influence on Purchase Intention toward Nata de Coco MSME products.

Survey results showed that 100% of respondents were aware of Nata de Coco products, with 88% having purchased and 12% recognizing the product without having made a purchase. These insights highlight the strong presence of nata de coco in the minds of consumers, while also revealing untapped market potential. Key findings include the following: Promotional Strategy, Brand Equity, and Product Innovation collectively contribute to an increase in consumer Purchase Intention. Each of these three variables—Promotional Strategy, Brand Equity, and Product Innovation— exerted an individual (partial) significant influence on Purchase Intention. The coefficient of determination (R^2) of 54.3% indicates that more than half of consumers' purchase decisions can be explained by the model developed in this study, while the remaining 45.7% is influenced by other external factors not included in thise research. These results emphasize the critical role of strategic marketing in consumer behavior, especially for MSMEs. Although this study was conducted in North Minahasa, the model has broader applicability and may benefit other Nata de Coco MSMEs across Indonesia and internationally, providing a replicable framework for enhancing marketing effectiveness.

Based on these findings, the following recommendations are made:

Promotional strategies should be consistently enhanced, particularly through digital marketing and social media platforms to engage a wider audience and increase product visibility.

MSMEs must continue to strengthen their brand equity by cultivating trust, consistency, and positive brand associations to foster loyalty and repeat purchase.

Ongoing product innovation—through new variants, improved quality, and attention to evolving consumer preferences—should be prioritized to maintain customer interest and distinguishs the brand in competitive markets.

In conclusion, the integration of promotional strategy, brand equity, and product innovation not only improves consumers purchase intention but also offers a practical roadmap for MSMEs to scale their business successfully and sustainably in both local and global markets.

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Ethical Compliance

All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and

the 1964 Helsinki Declaration and its later amendments or comparable ethical standards.

Data Access Statement

The data supporting the findings of this study are available upon request from the corresponding author. Owing to privacy concerns, the data are not publicly available.

Conflict of Interest declaration

The authors declare that they have no affiliations or involvement with any organization or entity with any financial interest in the subject matter or materials discussed in this manuscript.

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