

ABSTRACT

The mobile coffee industry in Indonesia has experienced rapid growth in line with increasing consumer preferences for practical and affordable coffee. One of the MSMEs operating in this sector is Mlaku Coffee, based in Purwokerto. This study is motivated by a research gap concerning the influence of service quality and pricing strategy on consumer purchase decisions, with digital branding acting as a mediating variable. The main objective of this study is to analyze both the direct and indirect effects of service quality and pricing strategy on purchase decisions at Mlaku Coffee, mediated by digital branding. A quantitative research approach was employed, using a survey method with 140 respondents selected through purposive sampling. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. The findings reveal that both service quality and pricing strategy have a significant impact on digital branding and purchase decisions, both directly and indirectly. Digital branding is proven to be an effective mediator in strengthening the influence of the independent variables on consumer purchasing decisions. Based on these results, it is recommended that UMKM such as Mlaku Coffee consistently enhance service quality, set prices that reflect product value, and strategically manage their digital brand identity to increase customer loyalty and purchase intention.

Keywords: *service quality, pricing strategy, digital branding, purchase decision.*