

## **The Influence of Momentum Marketing and Bundling Strategies on Impulsive Buying of Eth. Coffee Consumers During the Indonesia National Team Watch Party Event in the 2026 World Cup Qualifiers**

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**Abstract.** This study aims to analyze the effect of Momentum Marketing and Bundling Strategy on the impulsive buying of Eth.Coffee consumers in the context of watching Indonesia's national team play in the 2026 World Cup qualifiers. The background of this study is based on the phenomenon of increasing coffee consumption and the trend of watching events together as a potential social arena that can be utilized by local coffee businesses to increase sales. Momentum-based and bundling marketing strategies are considered powerful in shaping emotional perceptions and economic value in the eyes of consumers. This study employs survey and case study approaches in a quantitative manner. Customers of Eth. Coffee who had attended the watching party were handed questionnaires, which were distributed using random sampling in order to gather data. Validity and reliability tests, correlation, simple linear regression, and multiple linear regression using SPSS software were among the data analysis methods employed. The study's findings indicate that, in part, Momentum Marketing and Bundling Strategy each have a significant effect on Impulsive Buying, contributing 29,4% and 27,3%, respectively. Simultaneously, these two independent variables have a 30,8% effect on the purchase decisions of Eth.Coffee consumers. These findings reinforce the relevance of the Stimulus-Organism-Response (S-O-R) theory, the Hierarchy of Effects (HoE) which explains the stages of awareness to purchase, and the Theory of Planned Behavior (TPB) which emphasizes the role of attitudes, subjective norms, and behavioral control in influencing consumer decisions and impulsive buying. Thus, it can be concluded that momentum-based and bundling strategies are effective approaches in increasing impulsive buying, especially in the context of social events such as movie screenings held by Eth.Coffee. It is anticipated that this study would theoretically and practically aid in the creation of marketing strategies for MSMEs and the coffee sector.

**Keywords:** Bundling Strategy; Momentum Marketing; Impulsive Buying

### **INTRODUCTION**

One of the industrial sectors that significantly supports innovative economic growth in Indonesia is the coffee sector, which has experienced substantial expansion. The International Coffee Organization (ICO) reported that Indonesia is the fourth-largest coffee producer in the world, with an annual production of approximately 11 million bags (2023). In addition, AEKI reported that annual domestic consumption has grown at a rate of 8% (2022). These conditions indicate a transformation in the function of coffee, no longer limited to a daily beverage, but also as part of a lifestyle and social interaction behavior. Coffee is now understood as a mechanism of social interaction that facilitates consumer participation in deeper shared experiences.

From a socio-cultural perspective, football occupies a strategic position as the most popular sport in Indonesia. Public enthusiasm for the national team, particularly during World Cup qualification matches, has given rise to the phenomenon of collective viewing

events (*nonton bareng* or watch parties), which have become part of popular culture. In this context, coffee has transitioned from a mere commodity into a sociological tool that enables consumers to interact more deeply and actively participate in collective experiences. For business actors, this phenomenon presents a strategic opportunity, as it integrates elements of entertainment, togetherness, and product consumption. Thus, coffee functions not only as a beverage commodity but also as a symbol of togetherness that strengthens consumers' social relationships.

To optimize these opportunities, local coffee businesses need to implement marketing strategies that are aligned with consumer characteristics. Two strategies considered to be highly effective are Momentum Marketing and Bundling Strategy. Momentum Marketing leverages specific moments to create emotional connections and enhance promotional relevance (Ravi Dhar, 2005), while bundling strategies provide economic value through sales packages that are more efficient than separate purchases (Wijaya & Kinder, 2020). The combination of these strategies enables businesses such as Eth.Coffee to strengthen consumers' emotional engagement while simultaneously increasing purchase intention. Nevertheless, the high intensity of competition in the coffee industry, including competition from large franchise networks, requires marketing strategies that are not only creative but also clearly differentiated.

From an academic perspective, there is a research gap that requires further investigation. Previous studies on momentum marketing have generally focused on digital promotion contexts or large-scale events, while bundling strategies have been predominantly examined within the modern retail sector. The integration of these two strategies in the context of local coffee MSMEs and community-based events such as watch parties remains underexplored, despite their unique characteristics involving emotional bonding and social togetherness. Therefore, this study adopts the Stimulus–Organism–Response (S–O–R) framework, the Hierarchy of Effects (HOE) model, and the Theory of Planned Behavior (TPB) to explain how momentum-based and bundling marketing stimuli are psychologically processed and subsequently influence spontaneous and non-spontaneous purchasing decisions. Theoretically, this study is expected to contribute to the expansion of marketing literature, while practically providing strategic recommendations for coffee MSMEs in designing promotional strategies that are relevant, contextual, and competitive, in line with the framework proposed by Kotler and Keller (2016) in *Marketing Management: Global Edition* (15th ed.). <https://doi.org/10.1080/08911760903022556>

## METHOD

A quantitative approach is employed to examine the relationships among variables in a measurable, objective, and statistically testable manner. This is because quantitative methods generate numerical data that can be analyzed to determine causal relationships among Momentum Marketing (X1), Bundling Strategy (X2), and Impulsive Buying (Y). In addition, this study adopts a case study approach focusing on CV Eth.Coffee to strengthen the practical context, as the research object is a local coffee business that implements momentum-based promotional strategies during Indonesia National Team watch party events.

The research population consists of all customers of CV Eth.Coffee who participated in Indonesia National Team watch party events during the 2026 World Cup Qualifiers, aged 17 years and above. To obtain an objective representation, a random sampling technique was

applied. From this population, 109 respondents were selected as the research sample. By ensuring that each individual in the population had an equal opportunity to be selected, this approach minimizes sampling bias. The survey employed a five-point Likert scale, ranging from 1 representing 'strongly disagree,' 2 'disagree,' 3 'neutral,' 4 'agree,' to 5 'strongly agree.' This scale is considered appropriate for measuring respondents' opinions, attitudes, and levels of agreement toward the variables under study. The questionnaire was divided into three main sections reflecting the indicators of Momentum Marketing, Bundling Strategy, and Impulsive Buying.

Consumers who attended the event were provided with questionnaires as part of the data collection procedure. To enhance data accuracy, the researcher also conducted field observations of the implementation of bundling promotions and momentum marketing strategies carried out by Eth.Coffee. Validity testing was employed to determine whether the questionnaire items were aligned with the theoretical constructs and thus appropriate for distribution to consumers, while reliability testing was conducted to ensure internal consistency of the instrument. In addition, this study analyzed the relationships among variables using correlation analysis, simple linear regression to examine the effect of a single independent variable on the dependent variable, and multiple linear regression to assess the simultaneous effects of multiple independent variables on the dependent variable. Regression analysis was considered appropriate as it explains the extent to which each variable influences impulsive purchasing decisions. Data processing and analysis were conducted using SPSS software version 26.

The selection of a quantitative method employing surveys and a case study approach is based on the need to obtain empirical findings that are generalizable while maintaining contextual relevance. Through this combination, the study is expected to produce results that are valid, reliable, and beneficial for both the advancement of academic knowledge and the practical development of marketing strategies for local coffee MSMEs.

## RESULTS AND DISCUSSION

Before conducting further analysis, the identities of the research respondents are first presented. This aims to provide an overview of the demographic characteristics of the sample population in this study. Details such as respondents gender, age, occupation, and level of expenditure intensity are described.

**Table 1.** Respondent Characteristics

No	Description	Options	Frequency	Percent
1	Gender	Male	73	67%
		Female	36	33%
<b>Total</b>			<b>109</b>	<b>100%</b>
2	Age	17 - 20 years	25	22,9%
		21 - 25 years	56	51,4%
		26 - 30 years	16	14,7%
		More than 30 years	12	11%
<b>Total</b>			<b>109</b>	<b>100%</b>
3	Profession	Student	18	16,5%
		University Student	58	53,2%
		PNS/POLRI/TNI	7	6,4%

No	Description	Options	Frequency	Percent
		Private Sector Employee	21	19,3%
		Entrepreneur	4	3,7
		Others	1	1%
<b>Total</b>			<b>109</b>	<b>100%</b>
4	Purchase Intensity	1 purchase	34	31,2%
		More than 1 purchase	75	68,8%
<b>Total</b>			<b>109</b>	<b>100%</b>

Source: Processed Data, 2025

The table shows that 109 individuals were included as respondents in this study. There were 73 male respondents (67%) and 36 female respondents (33%), indicating that males constituted the majority of the respondents by gender. The survey results demonstrate that responses were predominantly obtained from male respondents compared to female respondents.

Out of the respondents, 56 respondents (51.4%) were between 21 and 25 years old, representing the majority of the sample. This is reasonable, as individuals within this age range are generally considered to be in their productive years and actively engaged in various social activities, such as visiting cafés and coffee shops. Respondents aged 17–20 a total of 25 respondents (22.9%), while those aged 26–30 a total of 16 respondents (14.7%). Therefore, the research sample was predominantly composed of young adults who demonstrate high levels of consumption and engagement with urban lifestyle trends.

In line with the view of Sugiyono (2013), the degree of accuracy of a measurement instrument in measuring variables is assessed through validity testing.

**Table 2.** Validity Test Results for X1, X2, and Y

Items	X1	X2	Y	Result
Statement 1	.590	.526	.904	Valid
Statement 2	.503	.536	.909	Valid
Statement 3	.630	.565	.902	Valid
Statement 4	.704	.715	.898	Valid
Statement 5	.749	.609	.895	Valid
Statement 6	.618	.694	.892	Valid
Statement 7	.605	.540		Valid
Statement 8	.712	.707		Valid
Statement 9	.752	.621		Valid
Statement 10	.686	.580		Valid

Source: Processed Data, 2025

Validity testing was conducted to ensure that the research variable constructs measured in each questionnaire item were valid. The Pearson Product–Moment correlation used for validity testing requires a minimum score of 0.300. Based on the data processing results presented in Table 1, all indicators of Momentum Marketing (X1), Bundling Strategy (X2), and Impulsive Buying (Y) exhibited correlation values greater than 0.300. Therefore, each item was considered valid and suitable for further analysis.

**Table 3.** Reliability Test Results for X1, X2, and Y

Items	X1	X2	Y	Result (min 0.600)
Statement 1	.904	.874	.882	Reliable
Statement 2	.909	.873	.909	Reliable
Statement 3	.902	.871	.884	Reliable
Statement 4	.898	.860	.888	Reliable
Statement 5	.895	.870	.906	Reliable
Statement 6	.892	.862	.878	Reliable
Statement 7	.904	.873		Reliable
Statement 8	.898	.860		Reliable
Statement 9	.896	.867		Reliable
Statement 10	.899	.870		Reliable

Source: Processed Data, 2025

The next step involved conducting a reliability test to assess the internal consistency of the research instrument. Cronbach's Alpha was employed for this test, with a minimum threshold of 0.60. Based on the test results, the instrument was found to be reliable, as each variable exhibited a Cronbach's Alpha value greater than 0.60. Therefore, the questionnaire used is consistent in measuring the indicators of the studied variables and is suitable for use in subsequent stages of analysis.

After the research instrument was confirmed to be valid and reliable, the study proceeded with a simple linear regression analysis to determine the effect of Momentum Marketing (X1) on Impulsive Buying (Y). The results of the simple linear regression test indicate that X1 has a significant effect on Y, with a coefficient of determination of 29.4%. This finding suggests that Momentum Marketing accounts for 29.4% of the variance in Impulsive Buying, while the remaining variance is influenced by other variables not examined in this study.

**Table 4.** Statistical Test Results of X1 on Variable Y

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.389	1.801		6.362	.001
X1	.331	.040	.543	6.683	.001

Source: Processed Data, 2025

To further strengthen these findings, a correlation analysis and coefficient of determination test were conducted between Momentum Marketing and Impulsive Buying. The results indicate a statistically significant relationship, with an R value of 0.543. In terms of impulsive buying, momentum marketing accounts for 29.4% of the variance ( $R^2 = 0.294$ ). For detailed correlation results, see Table 5.

**Table 5.** Correlation and Coefficient of Determination Results of X1 on Variable Y

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.543	.294	.288	3.230

Source: Processed Data, 2025

This finding is relevant to the Stimulus–Organism–Response (S–O–R) theory, which explains that marketing stimuli in the form of moment-based promotions can trigger consumers’ emotional responses, thereby increasing impulsive buying decisions. According to Jacoby (2002) in *Stimulus–Organism–Response Reconsidered*, such stimuli particularly those associated with momentum-driven sporting events can significantly enhance the sales of local products. This is consistent with the findings of Stremersch and Tellis (2010) on the strategic bundling of products and pricing.

Next, the analysis was conducted on the effect of the Bundling Strategy (X2) on Impulsive Buying (Y). The results of the simple linear regression analysis indicate a significant effect, with a contribution of 29.4%. This means that the Bundling Strategy explains 29.4% of the variation in Eth.Coffee consumers’ purchasing decisions.

**Table 6.** Statistical Test Results of X2 on Variable Y

Model	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std. Error	Coefficients		
1	(Constant)	11.513	1.880	6.125	<.001
	X2	.220	.052	.522	6.332

Source: Processed Data, 2025

According to Venkatesh and Mahajan (2009), bundling is effective when the combined products are complementary and relevant to the consumption situation, such as in the context of watch party events. These findings reinforce the role of bundling in creating perceived value, as consumers feel they receive greater benefits in terms of price advantages and product variety. This is consistent with the study by Rahmat et al. (2023), which states that bundling encourages consumers to make purchases because it is perceived as more economical. To examine the simultaneous effects of Momentum Marketing (X1) and Bundling Strategy (X2) on Impulsive Buying (Y), a multiple linear regression analysis was conducted. The results indicate that both variables have a significant effect, with a coefficient of determination of 30.8%, meaning that the combination of these variables explains more than one-third of the variance in impulsive buying. This finding is in line with the study by Duarte, Raposo, and Ferraz (2013), which defines impulsive buying as an uncontrolled personality trait in which individuals purchase products without careful consideration or prolonged deliberation. Impulsive buying occurs when consumers experience a sudden and intense urge to purchase at the moment and are exposed to specific stimuli during the purchasing process. Another perspective defines impulsive buying as an unplanned purchasing activity, in which consumers engage in buying products that are not actually needed, without extensive consideration or rational decision-making.

**Table 7.** Correlation and Coefficient of Determination Results of X2 on Variable Y

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.522	.273	.266	3.269

Source: Processed Data, 2025

Based on the table, the correlation coefficient (R) value of 0.522 indicates a strong relationship between the bundling strategy and Impulsive Buying. Meanwhile, the R-squared value of 0.308 confirms that the Bundling Strategy variable explains 27.3% of the variation in Impulsive Buying. This result is consistent with the findings of the previous regression analysis. This finding is consistent with the study by Yusuf et al. (2024) on Simple and Multiple Linear Regression Analysis and Its Applications.

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**Table 8.** Statistical Test Results of X1 and X2 on Variable Y

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	10.542	1.889		5.579	0.000
1 X1 & X2	.138	.097	.219	1.419	.159
	.217	.094	.357	2.317	.022

Source: Processed Data, 2025

**Table 9.** Correlation and Coefficient of Determination Results of X1 and X2 on Variable Y

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.555 <sup>a</sup>	.308	.295	3.205

a. Predictors: (Constant), Momentum Marketing, Product Blunding

The following presents the results of the Multiple Linear Regression analysis. Based on the previous table, the multiple linear regression equation is expressed as follows:

$$Y = 10.542 + 0.138X_1 + 0.217X_2$$

The interpretation of the above equation is as follows:

1. The baseline value (constant) of Impulsive Buying (Y) is identified at 10.542. Empirically, this value indicates the level of Impulsive Buying when the predictor variables, namely Momentum Marketing (X<sub>1</sub>) and Bundling Strategy (X<sub>2</sub>), have no contribution or are assumed to be zero.
2. The analysis results show that variable X<sub>1</sub> has a positive regression coefficient of 0.138. Statistically, this indicates that, assuming other factors remain constant, each one-unit increase in Momentum Marketing (X<sub>1</sub>) is predicted to increase Impulsive Buying (Y) by 0.138 units.
3. The analysis results also reveal that variable X<sub>2</sub> has a positive regression coefficient of 0.217. Statistically, this implies that, assuming other factors remain constant, each

one-unit increase in Bundling Strategy ( $X_2$ ) is predicted to increase Impulsive Buying (Y) by 0.217 units.

In addition, the results of the t-test indicate that both variables have significance values of less than 0.05, confirming that both  $X_1$  and  $X_2$  have a significant effect on Y. This finding reinforces that marketing strategies combining emotional factors (through social momentum such as watch party events) and rational factors (through price bundling strategies) are able to significantly increase consumers' impulsive buying behavior.

The study was further continued by analyzing the simultaneous relationship between the two independent variables and Y after the regression tests confirmed that each independent variable significantly influences impulsive buying. Based on the results of the multiple correlation analysis, the correlation coefficient (R) value was 0.555. According to Sugiyono (2013), a correlation value within this range is categorized as moderately strong. Therefore, it can be concluded that Impulsive Buying has a moderately strong correlation with Momentum Marketing Strategy and Bundling Strategy. Based on this relationship, the stronger these two strategies are implemented simultaneously, the greater the likelihood that consumers will engage in impulsive purchasing behavior.

These findings further reinforce the results of the previous regression analysis, in which  $X_1$  and  $X_2$  were individually significant, yet their true strength lies in their combined effect. Momentum Marketing plays a role in building consumers' emotional engagement, while the Bundling Strategy provides a rational justification in the form of economic benefits. When these two approaches are integrated, they create a strong interaction that ultimately drives an increase in impulsive buying behavior. This finding is consistent with the Hierarchy of Effects (HoE) theory, which posits that consumers move through stages of awareness, interest, and ultimately purchase. Momentum Marketing functions to activate the emotional stage, whereas the Bundling Strategy reinforces the rational stage. Collectively, these strategies form a strong pattern of influence on purchasing decisions.

## CONCLUSION

This study demonstrates that Momentum Marketing and Bundling Strategy have a significant effect on Eth.Coffee consumers Impulsive Buying, both partially and simultaneously. This finding indicates that marketing strategies combining emotional aspects derived from social momentum with the economic value offered by bundling are effective in enhancing promotional performance, particularly in the context of watch party events. From an academic perspective, this research extends the application of the Stimulus–Organism–Response (S–O–R), Hierarchy of Effects (HoE), and Theory of Planned Behavior (TPB) frameworks within the context of local coffee SMEs, an area that has received limited scholarly attention. Practically, the findings provide valuable insights for MSME practitioners in designing momentum-based promotional strategies. Future research is recommended to broaden the scope of the study by including additional variables such as customer loyalty or customer engagement, as well as examining the application of these strategies across various community events and digital platforms.

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