

Influence of Product Quality, Price, and Promotion on Coffee Consumer Purchase Decisions Case Study: (Coffee Shop in Indonesia)

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Abstract

The growth of coffee drinkers has an impact on increasing the number of coffee shops in Indonesia. These conditions lead to competition between coffee shops to attract consumer interest. Coffee shop strategies determine pricing policies, build good product quality, and attractive promotions for research. This study aims to determine the effect of product quality, price, and promotion on consumer purchasing decisions for coffee at a coffee shop in the city of Indonesia. This study uses a quantitative method with a cross-sectional survey model. The sampling technique used is probability sampling, with a population of 38,000 residents of Indonesia from the age of 17 to 35 years and a total sample of 100 respondents. The data analysis technique is used in SPSS software. This research concludes that product quality, price, and promotion have a simultaneous and significant effect on purchasing decisions.

Keywords

Coffee Shop Business, Product Quality, Price, Promotion, Purchase Decisions, Coffee Consumer

1. Introduction

Purchasing decisions have a very important role in the survival of the company because they will have a direct or indirect impact on the business that is being involved so it requires company management to be more careful in determining competitive strategies that can create customer decisions in buying a product for the products offered by the company. Kotler & Keller, (2016:54) explain that the purchase decision is the final decision issued by the buyer to buy an item or service by these considerations. In making decisions on a product, consumers usually consider choosing the product by describing a problem. In this study, the purchasing decision variable is used as the focus variable for the problem because the decision variable is worth examining considering the number of products in circulation, resulting in consumers needing to consider it choosing a product (Hutapea & Wiradinata, 2019).

Purchase decisions are made when consumers need the product to be used. One of the businesses that consumers need to consider in choosing a product is the beverage sector. Currently, the beverage business faces several challenges in meeting the needs, wants, and demands of modern consumers (Karthikeyan et al., 2019). The challenge faced in the business world is competition between the same businesses so every business requires innovation in winning the competition (Putra & Vipraprastha, 2022). For this reason, research needs to examine the coffee beverage business that consumers consider in choosing a variant of coffee-like drinks. Consuming coffee is one of the habits of Indonesian people that has been done since ancient times. This is because Indonesia is one of the best coffee bean producers in the world (Aditya et al., 2016). Some areas that are famous for their coffee bean production are Aceh, Bali, Lampung, Sulawesi, and Java (Mawardi et al., 2019). In Indonesia, coffee is enjoyed by all groups from the young to the elderly, because for them coffee is a drink that is consumed daily in addition to staple food (Katemba & Djoh, 2017). In the past, coffee was only sold on the streets and seemed very simple, but now many coffees already have a classy and more attractive appearance (Sinsawasdi et al., 2022).

Nowadays, many people visit coffee shops not only to try the distinctive taste of coffee from a coffee shop but also to spend time hanging out with friends or family, or for work (Karthikeyan et al., 2019). A coffee shop is a place that provides various types of coffee and non-alcoholic drinks with an attractive interior design, a comfortable place, has its characteristics and does not forget to provide the best service and add other facilities such as wifi that can be used by consumers (Manole, 2017). Coffee is a type of plant that can be used as a drink with psychostimulant properties that can cause someone who drinks coffee to stay awake (hold sleepiness), reduce fatigue or stress when doing activities, and can also provide physiological effects, namely energy (Bhara, 2009). According to data from the International Coffee Organization, the trend of coffee in Indonesia will continue to increase in the last 5 years. In 2018-2019, the amount of coffee consumption reached 4,800 bags with a capacity of 6 kg (Databoks,2020) so it is predicted that in 2021 coffee consumption in Indonesia will reach 370,000 tons (Databoks,2020).

Along with the progress and development of the times, there has been an increase in welfare and changes in the lifestyle of the Indonesian people which eventually led to an increase in coffee consumption (Prévot et al., 2017). Therefore, coffee consumption affects the role of coffee commodities in the Indonesian economy, both as a source of income for coffee farmers, a source of foreign exchange, a producer of industrial raw materials, as well as a provider of employment through processing, marketing, and trading activities (exports and imports) (Lontoh et al., 2021). The trend of coffee drinks today has hit various regions including the city of Indonesia, it can be seen in recent years that many coffee shops have come and have innovations in making coffee presentations so that they have good quality and affordable prices that coffee shops in Indonesia can continue to grow. and can attract a lot of consumers. To date, there are 1,300 coffee shops in Indonesia (mediaperkebunan. id, 2020). With the spread of coffee shops, it is hoped that business actors can develop product quality, change packaging design, and shape, and create other flavor variants to survive in such fierce competition.

According to Kotler & Keller, (2016) product quality is the ability of goods to provide results or performance that match or can even exceed what is desired by consumers. Coffee shops in Indonesia have problems with product quality, such as coffee product packaging that is easily damaged, product packaging that is designed almost the same, and many coffee shops still use plastic packaging because it is not environmentally friendly (Yosepha, 2021) It can be seen that the factors that influence purchasing decisions are service quality and price (Al-Slehat, 2021).

In addition to product quality, another problem that occurs in the Indonesia coffee shop is a large number of coffee shops in Indonesia which causes very tight price competition. However, the price offered does not match the quality provided. Then, there is a coffee shop that offers prices above the market price in Indonesia (Wibowo & Rusminah, 2021). According to Soebakir et al., (2018) price is a policy regarding prices that is only temporary, meaning producers must follow price developments in the market and must know the company's position in the overall market situation. Amron, (2018) suggests that price is the value listed in the price list or as the final value received by the company. The higher a person from certain goods and services provides benefits, the higher the exchange value of certain goods or services in the eyes of consumers, and the greater the value of an item or service is a determinant of market demand. Therefore, it is necessary to get serious attention from company leaders in setting the price of their products to affect sales volume (Siregar, 2019) The prices offered by coffee shops in Indonesia vary from Rp. 40,000 – Rp. 80,000 for 2 people (Yuliana, 2020). Therefore, coffee shops in Indonesia must know the overall market situation and conditions. Another factor that influences purchasing decisions in choosing a Indonesia coffee shop as a beverage chosen by consumers is a promotion (Sudaryanto et al., 2019).

In developing a coffee shop, business actors must have and carry out various interesting and creative promotional strategies to lure customers to buy the products offered. Promotion is an element used by companies in conveying information about the products they produce to consumers (Sandria et al., 2022). Promotion is part of the communication process and can help parties involved in marketing improve the smooth exchange of information (Bharti & Nigam, 2020). Kotler & Keller, (2016) stated that promotion is a marketing activity that aims to increase sales turnover by influencing consumers, either directly or indirectly. Sales Promotion includes carrying out promotions in various ways, but in general, companies only use the following methods: discounts, sales, and sweepstakes (Bharti & Nigam, 2020). That way, coffee shops in Indonesia are competing to carry out various promotional strategies such as promoting on social media (Instagram and Facebook), conducting direct promotions, and providing vouchers and buy 1 get 1 discounts for loyal customers. Promotion is a form of strategy that is carried out by influencing, informing, and persuading cafe visitors to buy the products or services offered to influence their purchasing decisions of visitors (Arrofu & Budiyanto, 2019).

After considering the factors of product quality, price, and promotion, consumers will take the next step, namely, purchasing decisions. According to (Abdurrahman, 2015), consumer purchasing decisions are steps to take further action after purchase, based on satisfaction or not. Meanwhile, according to (Kotler & Armstrong, 2008) consumer purchasing decisions are when consumers buy the brand they like the most from other available options, but two factors can be between the purchase and the purchase decision. The first factor is the behavior of other people's attitudes and the second factor is situational. If the product quality, price, and promotion are by the consumer, consumers will likely buy the product, provide product recommendations to others and repurchase the product. The results of research conducted by Amron, (2018) state that partially service quality and price affect purchasing decisions. Furthermore, research conducted by Hutapea & Wiradinata (2019) stated that promotion, service quality, and price significantly influence product purchasing decisions. Research conducted by Annissa & Paramita, (2021) explains that the promotion variable significantly influences purchasing decisions. Based on the description above, the researcher is interested in raising the title of the research "The Effect of Product Quality, Price and Promotion on Consumer Purchase Decisions for Indonesia Coffee".

1.1 Objectives

This study aims to identify the factors that influence purchasing decisions on coffee shops in the city of Indonesia. For To fulfill these objectives, this research has several objectives:

1. Identifying the effect of product quality on coffee purchasing decisions in the city of Indonesia
2. Identifying the effect of price on coffee purchasing decisions in the city of Indonesia
3. Identifying the effect of promotion on coffee purchasing decisions in the city of Indonesia

2. Literature Review

According to Kotler and Armstrong (2014: 259), the product is everything anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy the customer. If defined broadly, product also includes services, events, people, places or a mixture of the above variables. According to Kotler in Pusparani and Rastini (2015), the higher level of quality, the higher the level of perceived satisfaction by consumers, with the high level of satisfaction felt by consumers, consumers will recommend the product to others.:

Hypothesis 1: Quality Product has a significant positive effect on purchasing decisions.

Kotler and Armstrong in Setyaningrum, et al (2015: 128), define price as the amount of money demanded for a service. More broadly, it can be said that price is the sum of all values given by consumers to obtain benefits (benefits) on ownership or use of a product or service. Historically, price has been a major factor influencing a buyer's choice. Swastha and Handoko in Winata, et al (2017) price is the amount of money (plus some products if possible) needed to get a number of combinations of products and services.

According to Tjiptono (2014) in Winata et al. (2017) prices can be expressed in various terms, fees, rates, rent, interest, premiums, commissions, wages, salaries, honorariums, and so on:

Hypothesis 2: Price has a significant positive effect on purchasing decisions.

According to Tjiptono (2008:219) suggests "Promotion is essentially" is a marketing communication, meaning marketing activities that seek to disseminate information, influence/persuade, and/or alert the market targets for the company and its products to be willing to accept, buy and loyal to the products offered by the company concerned. According to Asauri (2010:223) stated: "Promotions carried out by a company"company is the use of a combination of elements or promotional equipment, reflecting the implementation of the promotion policy of the company. The combination of these promotional elements or tools known as the so-called reference/promotional mix consists of advertising, personal selling, sales promotion and publicity"., this research proposed the third hypothesis:

Hypothesis 3: Promotion has a significant positive effect on purchasing decisions

3. Methods

The research uses quantitative research. Quantitative research methods aim to examine a particular population or sample with sampling techniques which are generally carried out randomly (random), data collection using research instruments, and quantitative data analysis (statistics) which aims to test the established hypothesis (Sugiyono, 2015). The data that will be used in this study is primary data from filling out questionnaires by consumers who have bought coffee at a coffee shop in Indonesia. The questions in this research questionnaire were obtained from each definition of the variable in the operationalization of the variable, where there are indicators of each understanding of the variable. This makes these indicators the basis for making questions in this research questionnaire by the researcher. The method of collecting data in this research is using a questionnaire, the data will be obtained from questions about product quality, price, and promotion that will be submitted in the questionnaire and given to coffee shop consumers in Indonesia. The questionnaire used in this study uses digital assistance, namely Google Form. Google Forms is a useful application to help create surveys and collect data easily and efficiently. This application is used by inputting questionnaire questions and later will be distributed digitally to research respondents. For the measurement scale using a Likert scale, which strongly agrees with a weight of 5, agrees with a weight of 4, neutral with a weight of 3, disagrees with a weight of 2, and strongly disagrees with a weight of 1. There are three independent variables in this research and one dependent variable, the research model for this research is shown in Figure 1.

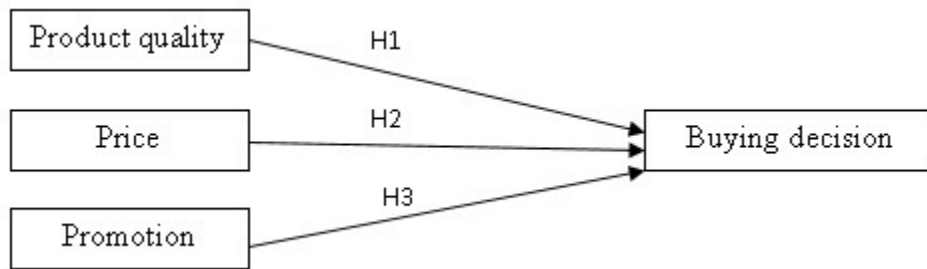


Figure 1. Research Model

4. Data Collection

This research was conducted using primary data collected using non-probability sampling, specifically purposive sampling. By using purposive sampling, this research can ensure that data was collected from customers of healthcare application. Time frame of data collection was cross sectional and was collected on April 2022. 154 samples were collected with 59.70% are males and 71.40% are between 20-30 years old.

5. Results and Discussion

5.1 Numerical Results

This study aims to examine the effect of service quality, price, and promotion on purchasing decisions in Indonesia coffee shops. In testing this data, the classical assumption test is carried out first, which consists of a normality test, a multicollinearity test, and a heteroscedasticity test. Furthermore, a regression test was carried out consisting of a determination test, T-tests, and an F test.

Table 1

Table 3.1 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^b	Mean	.0000000
	Std. Deviation	3.01736227
	Absolute	.085
Most Extreme Differences	Positive	.060
	Negative	-.085
Kolmogorov-Smirnov Z		.071
Asymp. Sig. (2-tailed)		.441

Source: *Statistical data management (2022)*

Based on the results of the SPSS output Table 1, it can be seen that the results of the Monte Carlo Sig. are $0.441 > 0.1$. So, it can be concluded that the data in this study are distributed normally.

Table 2 Multicollinearity Test

Model	Coefficients						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerance	VIEW	
	B	Std. Error	Beta					
(Constant)	4.128	2.523		1.636	.105			
1 Product Quality	.198	.095	.193	2.074	.041	.483	2.070	
Price	.672	.156	.381	4.316	.000	.535	1.868	
Promotion	.441	.116	.325	3.794	.000	.568	1.760	

a. Dependent Variable: buying decision

Source: *Statistical data management (2022)*

It can be seen in the results of the SPSS output Table 2 that the product quality variable has a value of VIF is $2.070 < 10$ and Tolerance is $0.483 > 0.1$. Then, the price variable has a value of VIF is $1.868 < 10$ and Tolerance is $0.535 > 0.1$. Furthermore, the promotion variable has VIF value is $1.760 < 10$ and Tolerance is $0.568 > 0.1$. So, it can be concluded that there is no multicollinearity problem in the regression model of this study.

Table 3 Heteroscedasticity Test

		Correlations				
			Quality Product	Price	Promotion	Unstandardized Residual
Spearman's rho	Product Quality	Correlation Coefficient	1.000	.641**	.668**	.053
		Sig. (2-tailed)	.	.000	.000	.599
		N	100	100	100	100
	Price	Correlation Coefficient	.641**	1.000	.584**	0.40
		Sig. (2-tailed)	.00	.	.000	-.696
		N	100	100	100	100
	Promotion	Correlation Coefficient	.668**	.584**	1.000	.058
		Sig. (2-tailed)	.000	.000	.	.569
		N	100	100	100	100
	Unstandardized Residual	Correlation Coefficient	.053	.040	.058	1.000
		Sig. (2-tailed)	.599	.696	.569	.
		N	100	100	100	100

Source: *SPSS statistical data processing (2022)*

It can be seen in the results of the SPSS output Table 3, it is known that the significance value of the variable product quality (X1) is $0.599 > 0.1$, the price variable (X2) is $0.696 > 0.1$, and the variable promotion (X3) is $0.569 > 0.1$. Because the three variables have values greater than 0.1. So, it can be concluded that there is no heteroscedasticity problem.

Table 4 Coefficient of Determination Test (R2)

Model Summary				
R	R Square	Adjusted R Square	Std. The error in the Estimate	
.775 ^a	.600	.588	3.06417	

Source: *SPSS statistical data processing (2022)*

It can be seen in the results of the SPSS output Table 4 The value of R square is 0.600. The value indicates the coefficient of determination is 60%. This shows the effect of the variable independent product quality, price, and promotion on the dependent variable, namely the decision purchases is 60%, while the remaining 40% is influenced by factors or variables that were not included by the researcher in this study.

Table 5 T-Test

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.128	2.523		.636	.105
	Product Quality	.198	.095	.193	2.074	.041
	Price	.672	.156	.381	4.316	.000
	Promotion	.441	.116	.325	3.794	.000

- a. Dependent variable: buying decision
Source: SPSS statistical data processing (2022)

Based on Table 5 it can be explained that the influence of product quality on decisions purchases with a t-count value of 2.074. This can show that if the value of t count is more than greater than the value of t table (1,29) then H0 is rejected and H1 is accepted. Product Quality Variable significant effect on Purchase Decision. Furthermore, the effect of price on purchasing decisions with a t value of 4.316. This can show that if the value of t count is greater than the t table value (1,29) then H0 is rejected and H1 is accepted. Price Variable significant effect on Purchase Decision. On the promotion variable to the decision purchases with a t-count value of 3.794. This can show that if the value of t count is more than greater than the value of t table (1,29) then H0 is rejected and H1 is accepted. The promotion variable has an effect significant on the Purchase Decision. Furthermore, the influence of product quality, price, and promotion of purchasing decisions with a significant value of all the variables above are more than smaller than 0.10. The t table value that can be taken if the significance value is 0.10 is 1.29. This could mean that Product Quality (X1), Price (X2), and Promotion (X3) have a significant positive effect on the Purchase Decision variable (Y).

Table 6 F-Test ANOVA^a

Model		Sum of squares	Df	Mean squares	f	Sig
1	Regression	1353.405	3	451.135	48.049	.000 ^b
	Residual	901.355	96	9.389		
	Total	2254.760	99			

- a. Dependent Variable: buying decision
b. Predictors (constant), Promotion, Price, Quality Product

The F-count value in the Table 6 above is 48,049. The value of the F-table with 100 respondents is 2.36 and a significant value of 0.000. It can be seen from the F-count value is greater than the F-table and the value of the significance is less than 0.10. So, it can be concluded that the independent variable is Quality Product (X1), Price (X2), and Promotion (X3) have a significant effect simultaneously on the variable Purchase Decision (Y).

Table 7 Multiple Linear Regression

Information	Regression Coefficient
Constant	4,128
Quality Product	0,198
Price	0,672
Promotion	0,441

Source: SPSS statistical data processing (2022)

Based on the results of multiple linear regression between the independent variables, namely (Product Quality, Price, and Promotion) the dependent variable (Purchase Decision) can be considering the following regression equation:

$$Y = 4.128 + 0.198KP + 0.672H + 0.441P + e$$

The results Table 7 of the data analysis and the regression equation can be concluded as follows:

1. The constant value of 4.128 indicates that the value is pure and not influenced by the independent variable.
2. The regression value on the Product Quality variable (X1) of 0.198 indicates that there is the role of Product Quality variables, namely, product packaging, and coffee variants. Can be concluded that the better the product packaging provided can maintain product quality and the more the coffee variants offered can improve the purchasing decisions that will be made by the customer.
3. The regression value on the Price variable (X2) of 0.672 indicates that there is a role for the Price variable, namely, affordable prices, prices according to product quality, and priced according to market. It can be concluded that the more affordable the price is, the price is by the quality, the price in account ordancbyfurther increases the purchasing decisions that will be made by customer.
4. The regression vacustomerson the Promotion variable (X3) of 0.441 indicates that there is a role in Promotion variables, namely, promotion through social media, buy 1 get 1 voucher, or discounts. Could conclude that the more promotions carried out by the coffee shop the more increase in purchasing decisions that will be made by customers.

5.2 Discussion

The influence of product quality on the purchasing decision of the Indonesia coffee shop.

Based on the results of testing the hypothesis that the product quality variable has an influenthatch is significant on the decision to purchase a coffee shop in the city of Indonesia. Seen in table 3.5 explains that the effect of product quality on purchasing decisions is $2,074 < \text{small}$ from the t-table value of 1.29 with a significant value of $0.41 < 0.05$ then H_0 is rejected and H_1 is received. According to Philip Kotler & Armstrong, (2015) states that product quality is the ability of a product to meet consumer needs. Philip Kotler & Armstrong, (2015) One of the factors that influence the decision to buy a product or service is the existence of product quality. In other words, the difference between the customer's perception or expectation of services provided by service organizations using theory subsequent confirmation/disconfirmation (Zarwin & Hartono, 2020). Research conducted by Siregar, (2019) states that product quality has a positive and significant relationship with purchasing decisions. Furthermore, the research conducted by Darmawan (2018) results in research on product quality variables on purchasing decisions have a significant relationship. So when consumers want to make choices in consuming consumer products will consider the quality of the products provided by the coffee shop.

The effect of price on the decision to buy a coffee shop in Indonesia.

Based on the results of testing the hypothesis that the price variable has a significant effect on the decision to purchase a coffee shop in the city of Indonesia. Seen in table 3.5 explains that the effect of price on purchasing decisions is $4,316 < \text{small}$ from the t-table value of 1.29 with a significant value of $0.000 < 0.05$, then H_0 is rejected and H_1 is accepted. According to Tjiptono, (2019) In simple terms, the term price can be interpreted as several money (several) and/or other (non-monetary) aspects that contain use/usage required to obtain a certain service. Price is the only element in the various elements of the marketing mix that will benefit the retailer, while other elements are expensive (Philip Kotler & Armstrong, 2015). Research conducted by Arfan et al., (2019) explained that the price has a

significant relationship to the decision puncto hase. In making a purchase, consumers consider the price offered so that consumers area make choices. Further research conducted by Batu et al., (2020) states that price has a significant and positive influence on decision defenders.

The effect of promotion on the purchasing decision of the Indonesia coffee shop.

Based on the results of testing the hypothesis that the promotion variable has a significant effect on the decision to purchase a coffee shop in the city of Indonesia. Seen in table 3.5 explains that the effect of price on purchasing decisions is $3,794 < \text{small from the t-table value of } 1.29$ with a significant value of $0.000 < 0.05$, then H_0 is rejected and H_1 is accepted. One of the factors that influence purchasing decisions is the existence of promotions (Tjijtono, 2019). Promotion is an activity carried out by a company that aims to inform, persuade, influence, and remind consumers to buy products of the company (Said et al., 2019). The purpose of promotion is to get attention, educate, remind, and convince potential consumers (Sudirman, 2020; Winarno & Oktiani, 2020). Research conducted by (Annissa & Paramita, 2021; Hutapea & Wiradinata, 2019) explained that promotion has a significant influence on purchasing decisions. Activity Promotion is very important so that the product given can be known and then arise consumer interest to choose according to their needs.

The Influence of Product Quality, Price, and Promotion on Purchasing Decisions in Indonesia

Based on the significant value of all the variables above, it is less than 0.10. The value of t table yang can be taken if the significance value of 0.10 is 1.29. It can be interpreted that Product Quality (X1), Price (X2), and Promotion (X3) have a significant positive effect on the Purchase Decision variable (Y). Purchasing decisions are consumer decisions about what to buy, whether to buy or not, where to buy, and how to pay for it (Hutapea & Wiradinata, 2019). The purchase decision is a choice of two or more choices, meaning that a person To make decisions, there must be several alternative options available (Hertina et al., 2022). Research conducted by (Arfan et al., 2019; Hutapea & Wiradinata, 2019; Saepuloh & Hisani, 2020) states that product quality, price, and promotion simultaneously affect purchasing decisions, so this is what causes consumers to consider choosing or consuming the coffee shop that is used as the product of choice.

6. Conclusion

Based on the results of research and discussion conducted, it can be concluded as follows, product quality has a positive and significant effect on purchasing decisions. Price has a positive and significant effect on Purchase Decisions. the promotions have a positive and significant effect on Purchase Decisions. And product Quality, Price, and Promotion have a simultaneous and significant influence on Coffee Consumer Purchase Decision. The results of the analysis show that tvariablesble Quality Product, Price, and Promotion can explain 60% of the Purchase Decision varia,bles and the rest are explained by variables that were not studied.

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