

Influence of Price

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Influence of Price, Quality of Service and Promotion toward Purchase Decisions at one Coffee Shop in Tangerang

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Abstract

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This research aims to determine the effect of price on purchasing decisions at Coffee shop at Lippo Karawaci, Tangerang Banten Indonesia. The influence of the Price, Promotion, quality of service that provided by Coffee shop on buyers purchasing decisions. The research consumes time around four months from July 2020 until the end of December 2020. Data collection was carried out by distributing questionnaires to Maxx Coffee customers who are experiences to use services and to buy the product of that Coffee Shop. Determination and data processing was carried out using SPSS application with quantitative analysis. The total sample size for this study is 200 respondents. The conclusion of this study is that price has no effect on purchase decisions, service quality has a positive effect on purchasing decisions, and promotions have a positive effect on purchasing decisions. Anyway there are several recommendation to management for sustain and growth that derived from findings and discussions of the study from field and sounds from respective respondents.

Keywords

Price, Promotion, Quality of Service, Coffee shop, Tangerang

1. Introduction

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Lifestyle in principle is a person's pattern in managing his time and money, as well as a lifestyle expressed by a person in daily activities, interests, and opinions. Lifestyle affects a person's behavior which ultimately determines a person's consumption patterns that can be used by business people as opportunities (Budiono, et al 2020, Purba, et al 2020, 2021). Lifestyle is an action that shows how a person lives, how they spend their money, and allocates his/her time for that purpose (Minor and Morwen, 2002). Lifestyle is not permanent, but always changes according to the trends that exist at that time, or in other words, a lifestyle that follows the demands of the times, this lifestyle is called a modern lifestyle. Sutanto (2001) argued in his book entitled "Portraits of the Metropolis Lifestyle" describes various forms of modern lifestyles, one of which is making prestige or prestige as something important, and the tendency to mingle in certain places, individuals with lifestyles. Modern always wants to chat or socialize in a place that is considered the most comfortable, and is able to bring prestige to the individual.

One trend of a modern socializing place is the coffee shop. A coffee shop is a place (shop) that serves processed coffee and small snacks (Kamus Besar Bahasa Indonesia, 1998). The coffee shop was originally just a place to sell coffee, but since it was introduced in the United States in 1792, the coffee shop has been transformed into a place to relax or meet face to face with customers while enjoying coffee (Ukers, 2012). Since 2016, the growth of national coffee has continued to increase from 0.8 kg per capita to 1.3 kg per capita. In line with the

growth of national coffee, coffee shop growth has also continued to increase, reaching 16% each year (Euromonitor, 2010).

The coffee shop trend is also present in Indonesia with a variety of concepts and innovations presented, one of these coffee shops is MAXX Coffee which was founded in 2015. MAXX Coffee comes with a premium coffee concept and a lifestyle that is able to develop quite rapidly by opening branches in several cities. Although it can be said that it has succeeded in taking market share for coffee shops, the concept promoted by MAXX Coffee is opposite to other coffee shops that have a similar concept. Pricing, service quality and promotion in the business plan must have a clear operating model. The business model focuses on a single link or company in the value chain and describes its operational model: how the business does business, what it buys from other players, its own contributions, and who it sells to its intended customers (Purba, et al 2020, 2021) shall concern the model business itself as displayed below figure 1.

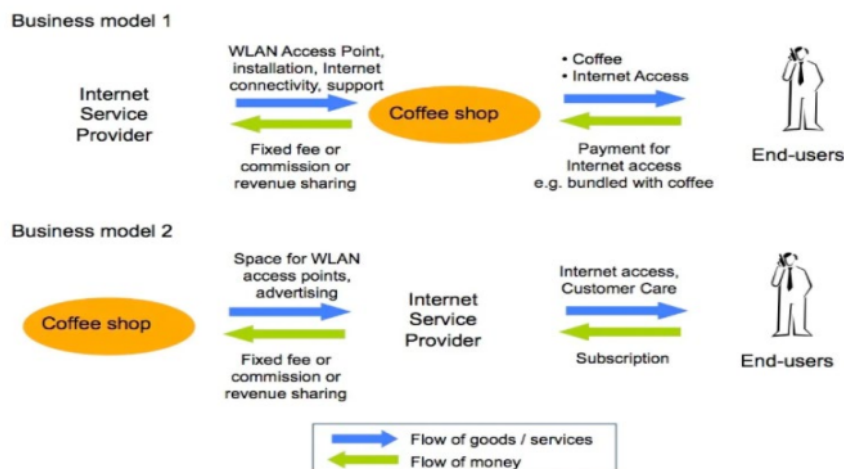


Figure 1: Coffee shop Business Model; Source: InvestAura (2021)

As the business model in Figure 1 above, must be able to determine the segment or target to whom the company sells. It is important to determine the price and promotion chosen. The suitable physical selection of venues and Internet portals provide services to end users and they are the value added competition toward others.

The emergence of various kinds of coffee shops that have the same concept and target market has made competition between companies even tighter. Competition that occurs in the business world can have both good and bad impacts for them who are involved for that (Adirinekso, et al 2020, Budiono, et al 2021). The good impact is that each company will be more innovative and creative in creating products and services with promotions that can be done in various ways to captivate the hearts of buyers (Purba, et al 2019, 2020). Companies compete with each other to dominate the market so that competition becomes increasingly fierce, making business owners smart to follow trends so they can still compete and exist (Abdullah & T, 2016), but the buyer's decision still lies with the consumer who will choose it.

The buyer's decision has several factors such as the price factor, which of course, before buying, consumers will definitely compare the prices of various coffee shops on the market. Consumers have a tendency to visit coffee shops with prices that are affordable or comparable to the services quality provided by the coffee shops and the needs they need (Tjiptono, 2001, Purba, 2014, Purba, et al 2021). The quality of service provided also has an impact on consumer purchasing decisions, of course, service quality will be the first factor in purchasing, a low price is less desirable if it has poor service quality. Because good quality can create its own good image in society, forming a trust to buy and use it continuously by maintaining its superiority (Boyd. Harper. W. Ovrille, 2005). Besides that, a supporting factor is promotion, by spreading it through social media or other media, this can captivate the hearts of consumers. (Riyono & Budiharja, 2016, Purba, et al 2021). The different of price, physical environment, services value and the usage of strategy of management of MAXX Coffee Shop LV Tangerang become the contribution of this study.

2. Review of Literature

2.1. Price

An important role is owned by the determination of the price by the company and the selection of the price of the product by the buyer. The price which becomes the exchange rate will be the initial determinant for purchases made by buyers, if the price is too high and does not include the existing finances of each group of society it can have a negative impact. A price that is too high will be outside the buyer's expectations and can reduce the decision to buy the product. Buyers will choose products that they really like at affordable prices because of the economic principle (Kapahang, 2016, Budiono, et al 2020, 2021). Pricing is intended to determine the purchasing power of the community so that when the product is launched it will get a lot of interest from the community. Besides that, it is also based on profit, that the company determines the price that is suitable in order to stay profitable and the products will also sell well in the market. Because after selling in the market, then the public can assess the image of the brand or product brand so that the company can find out the right price for the community for each product of various technology levels with the price variants given so that people of all levels can still buy it (Tjiptono, 2001).

Kotler & Armstrong (2012) stated that definition of price, which is an amount of money, goods or other commodities that are charged by the owner or maker of a product or service for his product or service to be used or owned by others, or in other words, price is value. of an amount of money, goods or commodities that must be given by someone to obtain and use a product or service. The better of economic condition of the people in one area describes that price is an amount of money will give purchase power of then that can be added to goods if possible which needs to be issued or given by someone to get a number of combinations of products and services that arise from them (Rajagukguk, et al 2020, 2021, Swastha 2012). The conclusion that can be drawn from the explanation of the definition of price by experts is that price is a specific value that must be paid by someone using money or goods to obtain or use a product or service.

2.2. Service quality

Kotler & Armstrong (2012) defines service quality as the ability of a service to meet the needs and expectations of a consumer, where the service is part of an employee's performance shown in meeting the needs of a consumer and also the consumer capability to purchase the goods and services (Parasuraman, et al, Purba, et al 2014, Budiono, et al 2020, 2021). While Tjiptono (2001) explains that service quality is a level of the quality of a service provided by a company to consumers and it is hoped that the service can meet the needs and desires of these consumers, besides that service quality is also a benchmark in assessing the appropriateness of the costs incurred by consumers to get these services (Purba, et al 2021). The conclusion that can be drawn from the definition of these experts is that service quality is a quality unit that is assessed by the ability of a service provided in order to satisfy the desires or meet the needs of consumers.

2.3. Promotion product

Management of a product so that it can be recognized by the public or buyers is by means of promotion. Promotion can be done in various ways with supportive programs such as social media because it plays a very important role in introducing a brand to potential buyers in order to know the existence of the product. The costs incurred also vary from low to high, but companies must have the courage to issue promotions so that their products are known even though they have high costs (Kristanto, 2016). This is done to provide services and explain products so that special information that is not yet known by prospective buyers in order to convince the buyer's product purchase decision.

Swastha (2012) defines promotion as a one-way persuasive step taken by a company to create an exchange in marketing, or in other words to influence someone to buy and use a product offered by the company. Tjiptono (2001) explains that promotion is a form of communication science in marketing which includes interactions between sellers or companies against buyers or consumers which include information exchange activities, influencing consumer perceptions or opinions, and encouraging them to carry out consumptive activities in the form of product purchases. The conclusion that can be drawn from the explanation of the experts above with respect to the definition of product promotion is, promotion is a form of interaction or communication from a company or product seller to consumers who provide them with information about a product, influence their desires and views of the product, then encourage them to make purchasing decisions.

3. Research Model

Population and Sample Research

Population is an area that is generalized based on a certain quality or characteristic that forms an object or subject that can benefit from it in the form of making conclusions based on these specific qualities or characteristics

(Sugiyono, 2012). The sample is a piece or representation of a population that has a large number so it is not possible to take the whole data, the sample must have the ability to represent the real conditions of a population. The number of samples in this study according to the theory of Ferdinand (2014) is 5 times the number of research indicators, this study has 17 research indicators, so ideally the research sample is 85 respondents.

3.1. Method of collecting data

Data collection is a stage in research related to activities to find and obtain the data needed for research (Sugiyono, 2012). Data collection focuses on data accuracy because data collection plays a very important and significant role in the process of proving a research hypothesis, so the level of data accuracy is a major concern. Data collection in this study uses two types of techniques, namely primary and secondary, primary data collection techniques are carried out using questionnaires distributed to research respondents, while secondary techniques are carried out using books, journals, and other written sources as part of the literature review.

4. Findings and Discussion

Validity and Reliability Test

The validity test in this study uses the Pearson correlation method or commonly known as Pearson Product Moment or PPM which is obtained through data processing using the SPSS 23 statistical application.

Table 1: Validity test result

Question Items	Pearson Correlation	r Table	Validity
H1	0.733	0.300	✓
H2	0.813	0.300	✓
H3	0.796	0.300	✓
H4	0.791	0.300	✓
H5	0.705	0.300	✓
KP1	0.777	0.300	✓
KP2	0.819	0.300	✓
KP3	0.825	0.300	✓
KP4	0.742	0.300	✓
KP5	0.788	0.300	✓
P1	0.715	0.300	✓
P2	0.782	0.300	✓
P3	0.749	0.300	✓
P4	0.751	0.300	✓
P5	0.710	0.300	✓
KPE1	0.736	0.300	✓
KPE2	0.782	0.300	✓
KPE3	0.805	0.300	✓
KPE4	0.754	0.300	✓
KPE5	0.734	0.300	✓
KPE6	0.692	0.300	✓

Each statement item in the questionnaire has met the requirements to be called valid because it has a Pearson correlation value above r Table. Thus the research questionnaire has met the validity element and is suitable for use as a research instrument. Reliability testing in this study was carried out using the Cronbach's alpha method which was processed using SPSS 23 statistical implications.

Tabel 2. Reliability Test

Variabel	Cronbach's Alpha	R Tabel	Keterangan
Price	0.824	0.700	✓
Serv. Quality	0.849	0.700	✓
Promotion	0.791	0.700	✓
Buying decision	0.843	0.700	✓

Based on the table above, it can be concluded that all research variables have met the requirements reliabilitas karena memiliki nilai *cronbach's alpha* diatas 0.700, dengan demikian variabel penelitian telah layak untuk digunakan didalam penelitian berdasarkan reliabilitasnya.

4.1. Classic assumption test

4.1.1. Normality test

The normality test is one part of the classic assumption test that specifically tests the distribution of the residual variable or the difference between the estimated value and the real value, in a good research instrument the distribution of the residual variables should be normal.

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Table 3. Normality test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		200
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.42532884
Most Extreme Differences	Absolute	.044
	Positive	.027
	Negative	-.044
Test Statistic		.044
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction. d. This is a lower bound of the true significance.

Based on the table above, it can be concluded that the distribution of the residual variables is normal, because the value of Asymp.Sig is 0.200 or greater than 0.05 so that it meets the normality requirements of the residua variable.l.

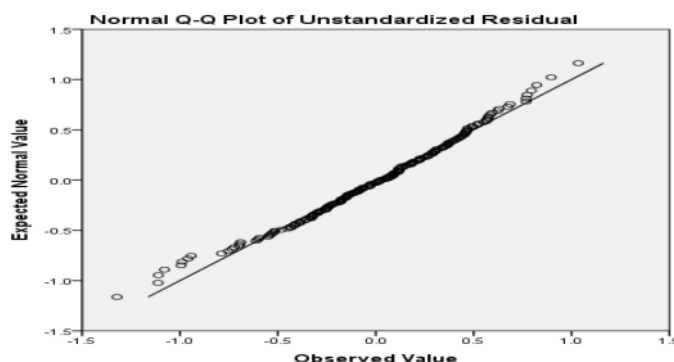


Figure 1. Q-Q Plot Normality Test

Based on the table above, it can be seen that most of the data or residual variables move closer to the normal straight line (diagonal), which indicates that the distribution of the residual variables is normal.

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4.2. Heteroscedasticity Test

Heteroscedasticity test is carried out to determine whether heteroscedasticity or variance inequality occurs in the research instrument from one observation to another. In a good research instrument, heteroscedasticity should not occur.

Table 4. Heteroscedasticity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.489	.224		2.188	.030
	RH	-.052	.034	-.109	-1.515	.131
	RKP	.019	.035	.039	.540	.590
	RP	-.005	.038	-.009	-.119	.906

a. Dependent Variable: ABS_RES

Based on the table above, it can be explained that the research instrument has met the heteroscedasticity requirements because each research variable has a Sig value. above 0.05 which indicates that there is no heteroscedasticity.

4.1.3. Multicollinearity Test

Multicollinearity testing is carried out to find out whether the independent variables have a relationship or relationship, where in a good research instrument there should be no relationship between the independent variables.

Table 5. Multicollinearity Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.230	.370		3.323	.001		
	RH	-.083	.057	-.084	1.453	.148	.973	1.028
	RKP	.550	.057	.554	9.614	.000	.972	1.029
	RP	.196	.063	.182	3.121	.002	.953	1.050

a. Dependent Variable: RKPE

Based on the table above, it can be concluded that there is no linkage or relationship between the independent research variables because each variable has a tolerance value above 0.100 and a VIF value below 10.00.

4.1. Hypothesis test

This study has three independent variables and one dependent variable so that to find the effect of each independent variable, regression testing is carried out, while the regression testing in question is multiple linear regression because there are more than one independent variable.

Table 6. T and regression test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.230	.370		3.323	.001
	RH	-.083	.057	-.084	-1.453	.148
	RKP	.550	.057	.554	9.614	.000
	RP	.196	.063	.182	3.121	.002

a. Dependent Variable: RKPE

Based on the table above, it can be explained that:

1. The price variable has no effect on the purchasing decision variable because the Sig. > 0.05.
2. Service quality variables have a positive effect on purchasing decision variables because the Sig. < 0.05
3. The promotion variable has a positive effect on the purchasing decision variable because the Sig. < 0.05

In addition, the multiple linear regression model for this study can also be described which is obtained from the regression test in the table above, namely:

$$Y = 1.230 + -0.083x_1 + 0.550x_2 + 0.196x_3$$

Meanwhile, testing the effect of all independent variables on the dependent variable was carried out using the F test or ANOVA.

**Table 7. F / ANOVA test
 ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.948	3	6.983	38.016	.000 ^b
	Residual	36.000	196	.184		
	Total	56.948	199			

a. Dependent Variable: RKPE
 b. Predictors: (Constant), RP, RH, RKP

Based on the table above, it can be concluded that all independent variables have an influence on the dependent variable together or simultaneously, because it has a Sig value. <0.05.

AMOS SEM analysis

Table 8. Goodness fit model test

Goodness of Fit Indeks	Kriteria	Hasil Analisis	Evaluasi Model
AGFI	≥ 0.90	0.953	Good Fit
GFI	≥ 0.90	0.885	Marginal Fit
NFI	≥ 0.90	0.842	Marginal Fit
CFI	≥ 0.90	0.934	Good Fit
RMSEA	≤ 0.70	0.054	Good Fit
Chi-Square	< 124.6	109.753	Good Fit
Probability	> 0.05	0.061	Good Fit

Source: Processed data (2020)

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It can be seen that the feasibility test value of the full model has met the goodness of fit criteria test standards such as good fit and marginal fit. So it is concluded that all tests are stated to have a good or fit model.

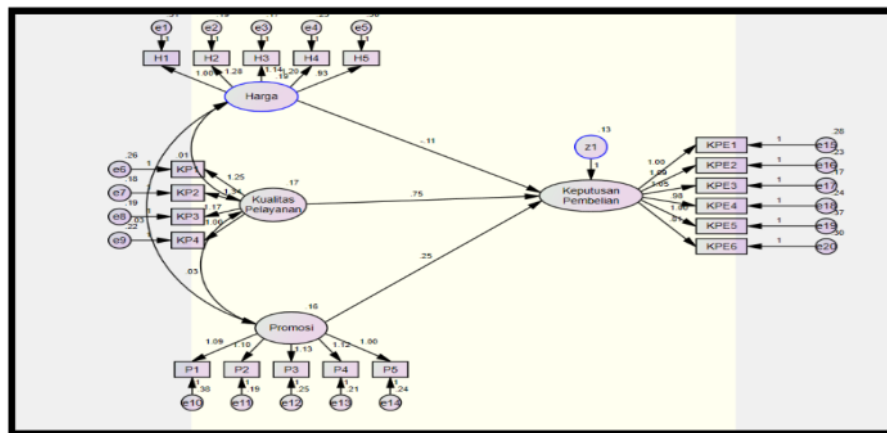


Figure 2. AMOS SEM Full Model Test

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Based on the table above, it can be ¹⁰lained that:

1. The price variable has no effect on the purchasing decision variable because the Sig. > 0.05 ⁵ ⁷
2. Service quality variables have a positive effect on purchasing decision variables because the Sig. <0.05
3. The promotion variable has a positive effect on the purchasing decision variable because the Sig. <0.05

Discussion

The Effect of Price on Purchasing Decisions

The first result of this study is that there is no effect of price on purchasing decisions, where the results of this study are not in accordance with the initial hypothesis or from previous research which is the source of reference. Maxx Coffee has a segmentation and target market that comes from the middle to upper class, where these groups are generally not sensitive to price because they are more concerned with quality and prestige. In addition, the prices of Maxx Coffee and other Coffee Shop products do not differ much so that they do not affect the purchasing decisions of Maxx Coffee consumers, where consumers are more concerned with service and product quality than price.

As previously explained, coffee shops such as Maxx Coffee are part of a lifestyle, where the average consumer enjoys Maxx Coffee products not only because the product is of good quality or because the price is cheap, but to fill and satisfy their lifestyle, so price is not the first choice or focus when someone wants to visit a coffee shop. This result is not in accordance with previous research by Ningrum & Suryoko (2018); Soebakir, Lumanauw, & Roring (2018); and Pasoloran (2019).

Effect of Service Quality on Purchasing Decisions

The second research result is that service quality has a positive effect on purchasing decisions by 0.550, this result is in accordance with previous research. This influence is based on the fact that Maxx Coffee as a coffee shop focuses not only on selling coffee products, but also on lifestyle services or services, where every consumer wants the best service or service from the coffee shop. The positive influence indicates that the higher the quality of service provided by Maxx Coffee, the higher the purchasing decision.

No matter how good a coffee shop product is, when the services provided are less or not satisfactory, it will greatly affect a person's decision to make a purchase, especially because today's consumers have more choices and freedoms that cause them to have a stronger and more demanding position to be given the best possible attention and service.

The results of this study are in accordance with research by Soebakir, Lumanauw, & Roring (2018) and Pasoloran (2019) which state that service quality has a positive influence on purchasing decisions.

The Effect of Promotion on Purchasing Decisions

The third research result is that there is a positive effect of promotion on purchasing decisions of 0.196, the results of this study are in accordance with previous researchers. The positive influence indicates that the promotion carried out by Maxx Coffee has succeeded in achieving its target, so as to increase the purchasing decisions of consumers.

Promotion is one of the key instruments in marketing because of its ability to reach out and provide information about products or services provided by a coffee shop. When a promotion is done well and measured, potential customers will get various kinds of information that make them consider options for making a purchase.

The results of this study are in accordance with research by Kurnia & Istiqomah (2016) and Permana (2017).

5. Conclusions And Suggestions

Conclusion

1. Price does not affect purchasing decisions at Maxx Coffee, meaning that to some extent, high or low prices will not affect a consumer's decision to make a purchase. The absence of this influence is caused by the results of data processing which show the value of Sig. > 0.05 which indicates no influence.
2. Service quality has a positive effect on purchasing decisions at Maxx Coffee, meaning that the better the quality of service provided by employees, the higher the possibility of a customer to make a purchase decision, conversely the lower the quality of service provided, the lower the possibility of a person to make a purchase decision. The positive influence is caused by the results of data processing which show the value of Sig. < 0.05 which indicates an influence.
3. Promotion has a positive effect on purchasing decisions at Maxx Coffee, meaning that the tighter and more attractive a promotion is carried out, the more likely a consumer is to make a purchase decision, conversely the lower and less attractive a promotion is carried out, the lower the chances of a consumer to make a purchase decision.

Suggestion

After completing this research, the authors found several obstacles in the process, such as difficulty in finding respondents due to the pandemic that was occurring when the author was conducting the research, which led to the distribution of online questionnaires where respondents often did not answer the questionnaires that had been distributed by researchers.

In addition, researchers argue that the absence of influence between price on purchasing decisions only applies to a certain level or range, because in fact everyone has a sensitivity to price which indicates that at a certain price there will be an influence on purchasing decisions, the researcher suggests researching furthermore, to further broaden the concept of price in order to find the true result of the influence between price and purchasing decisions.

Researchers also suggest taking research objects from several other coffee shops to get a broader picture and produce more accurate research

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