

The Influence Of Product Quality, Service Quality, And Price On Consumer Purchasing Decisions On Promise Soul Coffee Gedong Meneng, Rajabasa, Unila.

Ardansyah ¹, Rizky Adi Saputra ²

^{1,2}Management Study Program, Faculty of Economics and Business, Bandar Lampung University
Jl. Zainal Abidin Pagar Alam No.26, Labuhan Ratu, Kedaton, 35142, Bandar Lampung, Indonesia

Email: ardansyah@ubl.ac.id rizky.20011166@student.ubl.ac.id

Abstract

This research aims to understand and analyze the influence of product quality, service quality and price on purchasing decisions at Janji Jiwa Coffee Gedong Meneng. The population in this research is consumers of Janji Jiwa Coffee Gedong Meneng. The population in this study is unknown. The sample calculation formula for an unknown population uses the Lemeshow formula. So if based on this formula the n obtained is $96.04 = 100$ people, then in this research the author must at least take data from a sample of at least 100 people. This analysis uses calculations through statistical methods and to make data analysis easier, this research uses SPSS 25 software. The analysis to be carried out is multiple linear tests, t tests, and coefficient of determination tests. Based on the results of data analysis, it can be concluded that product quality, service quality and price have a positive and significant influence together on purchasing decisions at Janji Jiwa Coffee Gedong Meneng.

Keywords: Product Quality, Service Quality, Price, and Purchasing Decisions.

INTRODUCTION

Business development in the current era has developed very rapidly and is experiencing continuous metamorphosis. Every business actor in every business category is required to be sensitive to every change that occurs and place an orientation

559

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towards customer satisfaction as the main goal (Kotler & Keller, 2018). This is no exception to clothing businesses that start on a small scale, such as opening a stall in the market, and only selling online.

The increasingly intense business competition that exists, especially competition from similar companies, means that companies are increasingly required to move more quickly in terms of attracting consumers. So companies that apply the marketing concept need to pay attention to consumer behavior and the factors that influence their purchasing decisions in their product marketing efforts. This is because the concept of one way to achieve company goals is by knowing what the needs and desires of consumers or target markets are and providing the expected satisfaction more effectively and efficiently than competitors (Kotler & Keller, 2021).

Consumer behavior is something that is not easy to recognize. Sometimes what consumers need can be clearly seen by marketers. But sometimes what consumers want is difficult to know. Every society is a consumer, therefore consumer behavior is related to the behavior of every human being with all their uniqueness and differences. Humans are rational economic creatures where humans always try to fulfill their needs and always maximize their satisfaction or needs as long as their financial capabilities allow and as long as they feel comfortable with this (Firmansyah, 2018).

Purchasing decisions are a concept in purchasing behavior where consumers decide to act or do something and in this case make a purchase or use a particular product or service (Handoko & Dharmmesta, 2018). The decision-making process to make a purchase is not an easy thing for a consumer. Consumers have different behaviors in making decisions to buy a product or service. With the existence of electronic media, print media, the internet, consumers know more about certain products or services, making it easier for consumers to choose the desired products, brands, services and distribution channels to meet their needs for products and services. The purchasing decision making process for everyone is basically the same, but the decision making process will be colored by personality traits, age, income and lifestyle. Therefore, an individual's best conclusion for making a purchase is formed based on their needs and desires (Sopiyah, 2019).

Product quality is a factor that influences purchasing decisions. According to Kotler & Armstrong (2017) product quality, it is a potential strategic weapon to defeat competitors. So only companies with the best product quality will grow rapidly, and in the long term these companies will be more successful than other companies. When a company produces products, it should be adjusted to the needs and desires of consumers. The

560



advantages of the product can be known by consumers and will create awareness of the product brand. If someone wants to buy a product, the benefits of the product come to mind first, then the purchasing decision factor, whether to buy or not (Kotler et al., 2015). Consumers are very careful in making purchasing decisions by considering the factors in the product, namely quality and quality. Consumers themselves will like quality products for consumption. Product quality is able to provide the highest decision to consumers because it can strengthen the position and position of the product in the minds of consumers and will be the first choice if a purchase occurs in the future (Pasaribu et al., 2022).

An aspect that needs to be considered apart from product quality is service quality. According to Wyckof, Tjiptono (2019) service quality is the expected level of excellence and control over this level of excellence will fulfill customer desires. Quality service is the perception that consumers feel satisfied during the transaction process. Service quality can be realized through fulfilling consumer needs and desires as well as accuracy in delivery to match consumer expectations. Consumers feel satisfied and loyal, if they get good quality service or as expected (Darmawan et al., 2020). Measuring service quality can be done by comparing consumers' perceptions of the service they receive with the service they expect from a company. If the service received by consumers exceeds consumer expectations, then the quality of the service is perceived as good. On the other hand, if the service received does not match hopes or expectations, then the quality of the service is perceived as poor and there is no consumer satisfaction. Good service quality will make consumers feel at home for a long time enjoying the products offered so that purchasing decisions will occur (Setyawati, 2023).

The two aspects above, product quality and service quality, are closely related to the selling price of goods or services offered to consumers. According to (Kotler & Keller, 2017), price is the amount of money charged for a product or service or the amount of value that consumers exchange for the benefits of owning or using the exchanged service product. For consumers, price is a determining factor in making decisions to buy a product or not. Consumers decide to buy a product if the perceived benefits are greater than or equal to what they have spent to get it. If consumers feel that the benefits of the product are less than the money spent, consumers will think that the product is expensive and consumers will think twice about making a repeat purchase. Sumarwan & Tjiptono (2018) also explained that the relationship between price and benefits in consumer purchasing decisions has made companies have to choose a price that is neither too high nor too low, but a price that is the same as the perceived value for the target consumer.

561



Economic reasons will show that low prices or prices that are too competitive are an important trigger for improving marketing performance, but psychological reasons can show that price is actually an indicator of quality and is therefore designed as a sales instrument as well as a decisive competition instrument.

Janji Jiwa *Coffee* is an independent productive economic enterprise that is operated, or directly or indirectly owned, controlled, or partly by a person or entity that is not a subsidiary. Medium Business. Janji Jiwa *Coffee* was founded on June 20 2018, in Jakarta. Meanwhile, on Jalan Gedong Meneng Rajabasa, it was established in 2020, with a semi- *outdoor theme*, this cafe has a target market of young people. This cafe is located in an area in the city center, near the campus and near the main road, this makes this restaurant even busier because of its strategic location. Jiwa *Coffee's* promise is also included in the culinary business, this can be seen from the menus served by this cafe, including *moctails*, *coffee*, *beer* and various other drinks as well as food prepared by skilled chefs.

Table 1. Janji Jiwa Coffee Sales Data for 2023

No.	Month	Sales (Cup / Pcs)	Development (%)
1	January	1750	-
2	February	1950	11.43%
3	March	1250	-35.90%
4	April	1600	28.00%
5	May	1850	15.63%
6	June	1100	-40.54%
7	July	2000	81.82%
8	August	1500	-25.00%
9	September	1300	-13.33%
10	October	1550	19.23%
11	November	1875	20.97%
12	December	1950	4.00%
Amount		19675	66.30%
Average			6.03%

Source: Janji Jiwa *Coffee*, 2023.



Based on Table 1. above, it can be seen that the total sales value of Janji Jiwa *Coffee* during January to December 2023 fluctuated with a growth of 66.30% with an average of 6.03%. However, this development is not in accordance with what was set by the company, namely 10%. So to overcome the problems, obstacles, and business risks that will arise, the right strategy is needed. So, one way to overcome these problems, obstacles and business risks is by using the right strategy, such as a strategy of using strength to avoid existing threats, which can be done by: (1) Increasing the quantity and quality of products that are superior to competitors. (2) Maintaining prices to be able to compete (Ardansyah et al., 2017).

From the research above regarding the importance of business development by identifying problems that exist in a business, therefore researchers are interested in studying the influence of product quality, service quality and price on purchasing decisions at Janji Jiwa *Coffee* Gedong Meneng.

LITERATURE REVIEW

Product Quality

According to Kotler & Keller (2018) product quality, it is the product's ability to carry out its functions, this ability includes durability, reliability, accuracy, which are obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to buy the product again. According to Taat Kuspriyono in (Warganegara & Safitri, 2023), online product quality is the activity of companies or business actors who use online media (the internet) to market and advertise goods and services, with the aim of avoiding direct interaction between buyers and sellers.

According to (Tjiptono, 2019b) the conventional definition of quality, performance is a direct reflection of a product, reliability, ease of use, aesthetics and so on. In a strategic sense, quality is anything that can provide consumer needs in accordance with what consumers want. There are several indicators of product quality according to (Phillip Kotler & Keller, 2016), consisting of:

1. Quality

The extent to which the company provides the benefits and advantages of the product itself.

2. Packaging

The extent to which a company makes a product attractive from its cover.

563



3. Size

The extent to which the company provides satisfaction in terms of the level of product capacity provided.

4. Product diversity

The extent to which the company provides satisfaction for consumers in choosing the desired product.

Service Quality

According to Arianto (2018) Service Quality, it can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Service Quality applies to all types of services provided by the company while the client is at the company. According to (Kotler & Keller, 2018) "quality is the completeness of the features of a product or service that has the ability to provide satisfaction to a need".

According to Kasmir (2017) Service Quality, it is defined as the actions or actions of a person or organization aimed at providing satisfaction to customers or employees. Meanwhile, according to Mulyapradana & Indah (2018) Service Quality, it is an important component that must be considered in providing excellent Service Quality. Service quality is a central point for a company because it influences consumer satisfaction and consumer satisfaction will arise if the service quality provided is good. According to Fitzsimmons in Tjiptono (2019) proposing five indicators of Service Quality, namely:

1. *Reliability* is characterized by providing appropriate and correct quality of service.
2. *Tangibles* are characterized by adequate provision of other resources.
3. *Responsiveness* is characterized by the desire to serve consumers quickly.
4. *Assurance* is characterized by the level of attention to ethics and morals in providing quality service.
5. *Empathy* is characterized by the level of willingness to know consumers' wants and needs.

Price

According to Kotler & Keller (2018) States, price is an element in the marketing mix that not only determines probability but also acts as a signal to communicate the value proposition of a product. According to Kotler & Keller (2021), Prices are similar to currencies, which fluctuate depending on market demand. According to Tjiptono (2019) him, price is the only element of the marketing mix that brings in revenue or income

564



for the company. According to Shinta in the journal, Siburian & Kartika (2021) price is a value expressed in rupiah for exchange/transaction purposes or the amount of money that consumers must pay to obtain goods and services.

Measurement of the Price Perception variable refers to research conducted by Sumarwan & Tjiptono (2018), which consists of:

1. Price Affordability

Affordability is the actual price of a product written on a product, which must be paid by consumers with the intention that consumers tend to look at the final price and decide whether they will get good value as expected.

2. Price Match

Price conformity is price determination carried out by a company taking into account consumer targets and changing situations.

3. Price Competitiveness

Price Competitiveness relates to how effective a company is in determining prices in a competitive market, compared to other companies that offer the same or similar products or services.

4. Price According to Benefits

Price according to benefits is how a company sets prices according to the benefits of the product being sold.

Purchasing Decisions

According to Tjiptono (2019) "Consumers buy a product not solely because they are pursuing its functional benefits, but more than that they are also looking for a certain meaning (such as self-image, prestige, even personality)". This means that a consumer's purchasing decision is influenced by many factors that differentiate one from another. As stated by Bukhari in Sari & Aprileny (2020) Purchasing decision is a consumer decision which is influenced by financial economics, technology, politics, culture, product, price, location, promotion, *physical, evidence, people and process*, thus forming an attitude in consumers to process everything. information and draw conclusions in the form of responses that emerge as to what product to buy. Meanwhile, according to Kotler & Keller (2021) "In the evaluation stage, the consumer forms preferences among the brands in the choice and may also form an intention to buy the most preferred brand". This means that consumers form preferences between the selected brands and may also form intentions to purchase the preferred brand.



According to Kotler & Amstrong (2017) the consumer decision indicators in determining the purchase of a product or service are as follows:

1. Product selection

In selecting products, producers must be able to focus consumers' attention on their products so that they are interested in spending their money to buy the product considering various existing alternatives.

2. Brand selection

Producers must know how consumers choose products, therefore each brand must have a characteristic or difference from other brands, to make it easier for consumers to make purchasing decisions.

3. Selection of distribution location

Every consumer considers the distribution location they will choose, usually according to the closest location, cheap prices, and the complete range of goods provided.

4. Purchase time

In choosing when to purchase, each consumer has a different choice of time depending on their busy activities, such as every day, every week, every two weeks, once every three weeks or once a month.

5. Purchase amount

Companies need to prepare for the number of products they will sell, this is to anticipate the possibility that consumers will buy more than one product.

6. Payment method

Producers must prepare various alternative payment methods that can be used by consumers, because this is also a determinant of consumer decisions when purchasing a product or service. Usually this payment method is influenced by the technology used during the purchase transaction.

Framework

According to Sugiyono (2017) the argument, a thinking framework is a conceptual model of how theory relates to various factors that have been identified as important problems. The framework for thinking in this research is product quality (X_1), service quality (X_2) and price (X_3) as independent variables and purchasing decisions (Y) as the dependent variable. The following is an overview of the thinking framework in this research.



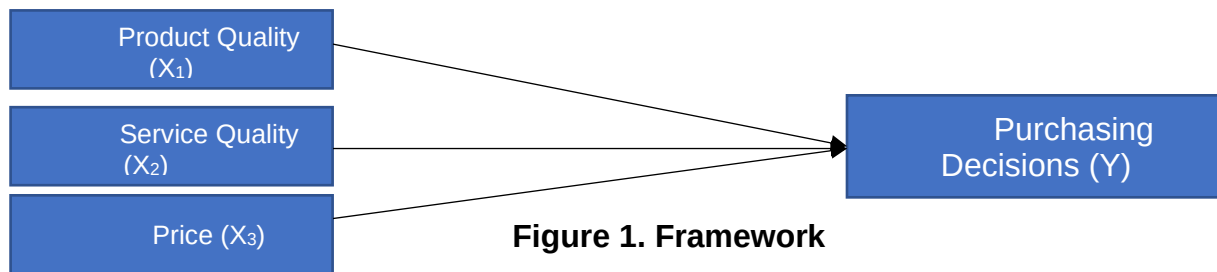


Figure 1. Framework

Hypothesis Building

A hypothesis is a guess or temporary answer intended to answer an existing problem. Based on the framework of thought and problem formulation that has been stated previously, the author takes a temporary hypothesis in solving the problem, that:

The Influence of Product Quality on Purchasing Decisions

According to Kotler & Amstrong (2017) him, product quality is the product's ability to carry out its functions, including durability, reliability, accuracy, ease of operation and repair and other valuable attributes of the product as a whole. Consumers choose goods based on their needs. The goods chosen by consumers provide optimal benefits or uses for consumers.

Wijaya et al. (2023) conducted research on "The Influence of Product Quality, Service Quality, and Price on Purchasing Decisions at Starbucks" and the results were that Product Quality had a positive influence on purchasing decisions at Starbucks. Based on existing research and what has been described above, the following hypothesis can be derived:

H1: Product quality has a positive and significant effect on purchasing decisions

The Influence of Service Quality on Purchasing Decisions

Good employee service quality, such as a friendly attitude towards consumers, fast service will make consumers feel comfortable so that purchasing decisions become strong. Good service quality will make consumers feel at home for a long time enjoying the products offered so that repeat purchasing decisions will occur. Therefore, it can be concluded that service quality influences purchasing decisions. The results of research conducted by Chaerudin & Syafarudin (2021), concluded that service quality influence purchasing decisions. This means that service quality can influence purchasing decisions. Good service quality will result in high purchasing decisions. Based on existing research and what has been described above, the following hypothesis can be derived:

567

H2: Service quality has a positive and significant effect on purchasing decisions

The Influence of Price on Purchasing Decisions

Price Swastha (2019) is the amount of money (plus some products if possible) needed to get a certain combination of goods and services. Price has different perceptions according to each person's views in determining purchasing decisions. According to Kotler & Armstrong (2017) there are factors that influence consumer behavior in deciding to make a purchase, one of which is personal factors, where a buyer's decision can also be influenced by personal characteristics such as the buyer's age and life cycle stage, occupation, economic situation, lifestyle and personality.

According to Riadi & Kamase (2021) to pricing, there are objectives which are divided into three orientations, namely: (1) Revenue. Revenue is used as the main orientation for most companies, but for non-profit companies, revenue is not the orientation but only focuses on the break-even point; (2) Capacity. In several business sectors, demand and supply must be balanced so that production capacity can be utilized optimally; (3) Customers. To be able to set the best price for consumers, adjustments based on market segments, consumer purchasing power and also consumer types are very necessary. Therefore, price has an influence in determining purchasing decisions for consumers. Based on existing research and what has been described above, the following hypothesis can be derived:

H3: Price has a positive and significant effect on purchasing decisions.

RESEARCH METHODS

The type of research that will be used in this research is quantitative research methods. According to (Solimun & Fernandes, 2018) quantitative research, it is a science and art related to data collection methods, data analysis and interpretation of analysis results with the aim of obtaining information for drawing conclusions and making decisions. Based on the definition above, quantitative research aims to test a hypothesis related to data collection, data analysis and interpretation of the results of the analysis. The population in this study is unknown. The formula for calculating samples in an unknown population uses the *Lemeshow formula* as follows:

$$n = \frac{Z^2 1 - \alpha / 2 P (1 - P)}{d^2}$$

Information :

n = Number of samples



z = z score at 95% confidence = 1.96

p = maximum estimate = 0.5

d = alpha (0.10) or sampling error = 10%

Using the formula above, the number of samples to be taken is:

$$n = \frac{Z^2 1 - \alpha/2P(1 - P)}{d^2}$$

$$n = \frac{1,96^2 \cdot 0,5(1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = 96,04 = 100$$

So, based on this formula, the n obtained is $96.04 = 100$ people, so in this study at least the author had to take data from a sample of at least 100 with the criteria of consumers who bought Janji Jiwa Coffee Gedong Meneng. The analysis technique used in this research is quantitative data analysis which will test and analyze the data with calculations and draw conclusions from the test results. To make it easier for researchers to conduct research, researchers conducted analysis using the SPSS program. The analytical tools that will be used are: multiple linear test, coefficient of determination test, t test and F test.

RESEARCH RESULTS AND DISCUSSION

Descriptive Analysis

To measure variables, an instrument of 30 questions is used which represents various indicators, where each question has a score of 1 – 5. To be able to find out the answer criteria from the total question score.

Table 2. Statement Items for Variables

No.	Statement X1	Statement X2	Statement X3	Y Statement
1	The quality of Janji Jiwa Coffee is very good	The appearance and abilities of employees are very good	The prices of drinks at Janji Jiwa Coffee are very affordable	I decided bought Janji Jiwa Coffee products because the products are very good
2	The packaging of Janji Jiwa Coffee drinks is very neat	Employees provide services accurately and reliably	Drink prices at Janji Jiwa Coffee are specifically for lower middle class consumers	I decided bought Janji Jiwa Coffee products because the brand famous



3	packaging design is very attractive	Employees provide fast and precise service to customers, by conveying clear information.	The prices of drinks at Janji Jiwa Coffee are very commensurate with the quality of the products	Janji Jiwa Coffee delivers discount in buy the product so I decided buy that product
4	Janji Jiwa Coffee provides drinks of various sizes, both regular and large.	Employees have good communication, credibility, competence and good manners	Janji Jiwa Coffee's prices are competitive.	Janji Jiwa Coffee purchasing times are very flexible
5	The products offered by Janji Jiwa Coffee are very diverse variety.	Employees provide genuine attention and try to understand customer desires	The prices of drinks at Janji Jiwa Coffee are very commensurate with their benefits	I can buy products with minimal quantities at Janji Jiwa Coffee

Source: Processed primary data, 2024.

Based on the variable respondent answer criteria, a recapitalization of the total score and answer criteria is obtained using the following formula:

Table 3. Distribution of Research Variable Data

No.	Score	Category	X1		X2		X3		Y	
1	21 – 25	Strongly agree	17	17%	20	20%	20	20%	8	8%
2	17 – 20	Agree	55	55%	38	38%	52	52%	65	65%
3	13 – 16	Neutral	25	25%	37	37%	25	25%	25	25%
4	9 – 12	Don't agree	3	3%	5	5%	3	3%	2	2%
5	5 – 8	Strongly Disagree	0	0	0	0	0	0	0	0
Amount			100	100%	100	100%	100	100%	100	100%

Source: Processed primary data, 2024.

1. Based on the table above, 100 research respondents stated the product quality of Janji Jiwa Coffee Gedong Meneng "Strongly Agree" there are 17 people (17%) who say "Agree" there are 55 people (55%), those who say "Neutral" there are 25 people (25%), and those who say "Disagree" there are 3 people (3%). So it can be concluded that the majority of respondents said "Agree".

570



2. Based on the table above, 100 research respondents stated the quality of service at Janji Jiwa Coffee Gedong Meneng "Strongly Agree" there are 20 people (20%) who say "Agree" there are 38 people (38%), those who say "Neutral" there are 37 people (37%), and those who say "Disagree" there are 5 people (5%). So it can be concluded that the majority of respondents said "Agree".
3. Based on the table above, 100 research respondents stated the price of Janji Jiwa Coffee Gedong Meneng "Strongly Agree" there are 20 people (20%) who say "Agree" there are 52 people (52%), those who say "Neutral" there are 25 people (25%), and those who say "Disagree" there are 3 people (3%). So it can be concluded that the majority of respondents said "Agree".
4. Based on the table above, 100 research respondents stated their purchasing decisions on Janji Jiwa Coffee Gedong Meneng "Strongly Agree" there are 8 people (8%) who say "Agree" there are 65 people (65%), those who say "Neutral" there are 25 people (25%), and those who say "Disagree" there are 2 people (2%). So it can be concluded that the majority of respondents said "Agree".

Multiple Linear Regression

Table 4. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,592	,474		9,694	,000
	Product Quality	,657	.106	,885	6,193	,000
	Service Quality	,212	,025	,326	8,475	,000
	Price	1,158	.101	1,597	11,468	,000

a. Dependent Variable: Purchase Decision

Source: Data Processed by SPSS25, 2024

Interpretation

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e_t$$

$$Y = 4.592 + 0.657X_1 + 0.212X_2 + 1.158X_3 + e_t$$



Interpretation:

1. The Constant Value (a) of 4,592 means that if you do not pay attention to Product Quality, Quality of Service and Promotion, the Purchase Decision will only be 4,592.
2. The regression coefficient X_1 is 0.657. This shows that the contribution of Product Quality to Purchasing Decisions is 0.657, or if Product Quality increases assuming other variables remain constant, then Purchasing Decisions will increase. If Product Quality (X_1) is increased by 1% assuming that Service Quality (X_2) and Promotion (X_3) are considered constant, then Purchasing Decisions will increase by 6.57%.
3. The regression coefficient X_2 is 0.212. This shows that the contribution of Service Quality to Purchasing Decisions is 0.212, or if Service Quality increases assuming other variables remain constant, then Purchasing Decisions will increase. If Service Quality (X_2) is increased by 1% assuming Product Quality (X_1) and Promotion (X_3) are considered constant, then Purchasing Decisions will increase by 2.12%.
4. The regression coefficient X_3 is 1.158. This shows that the contribution of price to purchasing decisions is 1,158, or if promotions increase assuming other variables remain constant, then purchasing decisions will increase. If Price (X_3) is increased by 1% assuming Product Quality (X_1) and Service Quality (X_2) are considered constant, then Purchasing Decisions will increase by 11.58%.
5. Based on the information above, it can be concluded that the value of the Price regression coefficient (X_3) is greater than the coefficient of Product Quality (X_1) and Service Quality (X_2), this shows that the contribution of the Price variable (X_3) is higher or dominant compared to Quality. Product (X_1) and Service Quality (X_2) in increasing Purchasing Decisions at Janji Jiwa Coffee Gedong Meneng.

Coefficient of Determination**Table 5. Coefficient of Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,948 ^a	,899	,895	,661
a. Predictors: (Constant), Price, Service Quality, Product Quality				

Source: Data processed with SPSS25, 2024



The table above shows the close influence of the variables Product Quality, Service Quality and Price on Purchasing Decisions. The calculation results obtained $R = 0.948$ and the coefficient of determination was $R^2 = 0.899$ or 89.9%. The magnitude of the coefficient of determination means that the magnitude of changes in the Purchase Decision variable is 89.9% influenced by Product Quality, Service Quality and Price, the remaining 10.1% is influenced by other factors that the author did not examine.

Partial Hypothesis Test or t Test

Partial hypothesis testing can be carried out to determine the influence of each independent variable on the dependent variable, if the sig value < 0.05 then the proposed hypothesis is accepted or H_0 is rejected and H_a is accepted.

Table 6. Partial Hypothesis Test or t Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,592	,474		9,694	,000
	Product Quality	,657	,106	,885	6,193	,000
	Service Quality	,212	,025	,326	8,475	,000
	Price	1,158	,101	1,597	11,468	,000

a. Dependent Variable: Purchase Decision

Source: Data Processed by SPSS25, 2024

Test the Product Quality Hypothesis on Purchasing Decisions

Based on the hypothesis test above, it can be **calculated that** the Product Quality variable is 6,193, which is greater than the **t table**, namely 1.984 with a significance level of 0.021 because the probability is much smaller, 0.05, so Product Quality influences Purchasing Decisions, meaning H_0 is rejected and H_a is accepted. Thus the first hypothesis "Product quality has a positive and significant effect on purchasing decisions for Janji Jiwa Coffee Gedong Meneng " is accepted.

Hypothesis Testing Service Quality on Purchasing Decisions

Based on the hypothesis test above, it can be seen that **the t calculated** for the Service Quality variable is 8,475, which is greater than **the t table**, namely 1.984 with a significance level of 0.024 because the probability is much smaller than 0.05, so Service

573



Quality influences Purchasing Decisions, meaning H_0 is rejected and H_a is accepted. Thus the second hypothesis "Service Quality has a positive and significant effect on Purchasing Decisions on Janji Jiwa Coffee Gedong Meneng " is accepted.

Test the Price Hypothesis on Purchasing Decisions

Based on the hypothesis test above, the calculated t for the Promotion variable is 11,468, which is greater than **the t table**, namely 1.984 with a significance level of 0.000 because the probability is much smaller than 0.05, so **price** influences purchasing decisions, meaning H_0 is rejected and H_a is accepted. Thus the second hypothesis " **Price** has a positive and significant effect on the decision to purchase Janji Jiwa Coffee Gedong Meneng " is accepted.

CONCLUSION

Based on the results of data analysis, it can be concluded that Product Quality, Service Quality and Promotion have a positive effect on Purchasing Decisions. These conclusions are shown from the findings of the analysis as follows:

1. Product quality has a significant positive influence on purchasing decisions for Janji Jiwa Coffee Gedong Meneng.
2. Service quality has a significant positive influence on purchasing decisions for Janji Jiwa Coffee Gedong Meneng.
3. Price has a significant positive influence on the decision to purchase Janji Jiwa Coffee Gedong Meneng.

Suggestion

Based on the conclusions above, suggestions that can be useful are put forward as follows:

1. For Companies

that Janji Jiwa Coffee can continue to develop and provide product quality as well as better service and prices. Apart from that, it is hoped that Janji Jiwa Coffee will provide cheaper prices to customers when using the Janji Jiwa Coffee application. Because this service is very useful for customers to order food online and is beneficial for Janji Jiwa Coffee.

2. Further Research

For further research, it is recommended to look for and add other independent variables (such as ease of use and e-payment).



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