International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence Of Service Quality And Location On Purchasing Decisions In Coffee Shop Ngupi Dija

Afrillia Siska Sari[1], Defrizal Defrizal[2]

[1]Fakultas Ilmu Sosial Dan Ilmu Politik , Universitas Bandar Lampung
Jl. Zainal Abidin Pagar Alam No.26, Labuhan Ratu, Kedaton, 35142, Bandar Lampung, Indonesia

E-mail: [1] afrillia.21121052@student.ubl.ac.id[2] defrizal@ubl.ac.id

Abstract

This research purpose to analyse the influence at service quality and location at purchasing decisions in the Ngupi Dija Coffee Shop. Service quality and location are important factors in attracting consumer interest and increasing customer loyalty. This study utilize a quantitative oncoming with a survey method from distributing questionnaires for a number of respondents who have made purchases at the Ngupi Dija Coffee Shop. Data analysis was carried out using multiple linear regression to determine the influence at any variable. The research outcome indicate lest service quality have a positive and significant influence at purchasing decisions, where good service is able to encourage consumers to make repeat purchases. Location has also been sure for has a positive and significant influence at purchasing decisions, with strategic, convenient and easily accessible locations being the main factors in attracting customers. Simultaneously, service quality and location have a significant influence on purchasing decisions. In conclusion, improving service quality and choosing a strategic location can be an effective strategy to improve consumer purchasing decisions. This study also provides recommendations for Ngupi Dija Coffee Shop managers to continue to improve service quality, provide training for employees, and ensure that location facilities meet customer need.

Keywoards: Service Quality, Location, Purchasing Decisions, Coffee Shop

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

INTRODUCTION

In an increasingly competitive business world, service quality and location are very important factors in attracting customers and influencing purchasing decisions (Praditya & Purwanto, 2024). As an industry that continues to grow, especially in the food and beverage sector, coffee shops have become a place that is sought after by various groups (Purwanto & Prayuda, 2024). An example of a coffee shop that is currently developing is Ngupi Dija, which is trying to attract consumer interest through quality service and strategic location (Iba & Wardhana, 2024). The coffee shop industry is currently experiencing rapid growth, in line with the increasing trend of consuming coffee and changes in people's lifestyles (Mandailina et al., 2022). A coffee shop is not only a place to enjoy coffee, but also a space to socialize, work or just relax (Prayuda & Purwanto, 2024). This condition encourages increasingly tight competition among coffee shop business players to attract and retain customers (Priadana & Sunarsi, 2021). In this context, service quality and location are two important factors that can influence consumer purchasing decisions (Kelvinia et al., 2021).

Service quality includes the service provider's ability to meet customer needs and expectations effectively (Marsella et al., 2020). Good service not only creates a positive experience for customers but also increases loyalty and repeat purchase decisions (Kurniawan, 2020). Conversely, inadequate service can cause customers to switch to competitors (Manoy et al., 2021). Apart from that, location is a strategic element in determining the success of a coffee shop. A strategic, comfortable and easily accessible location will make it easier for consumers to reach and enjoy the services offered (Siregar, 2020). Unsupportive locations, such as being difficult to reach or lacking supporting facilities, can have a negative impact on the number of customer visits. Ngupi Dija Coffee Shop as a business actor in this industry faces challenges to maintain its competitiveness (Molanda et al., 2021). Therefore, it is important for grasp the degree for what service quality and location influence customer purchasing decisions. This study purpose for analyze the influence at these two variables partially or simultaneously in purchasing decisions at the Ngupi Dija Coffee Shop (Anuraga et al., 2021).

By understanding the connection among service quality, location and purchasing decisions, it is trust lest this research can serve a practical contribution to the managers of the Ngupi Dija Coffee Shop in formulating strategies to escalate customer satisfaction and loyalty (Meiryani, 2021). This study also hopes to provide additional insight for academics and other researchers who are interested in similar themes (Arya et al., 2020).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

RESEARCH METHODS

This research uses a quantitative road with the utilize of analyzing the effect of service quality and location at purchasing decisions in Ngupi Dija Coffee Shop. Data was collected through a survey using a questionnaire arranged based on a 1–5 Likert scale. Respondents in this research were customers who had made purchases at the Ngupi Dija Coffee Shop, who were selected using a purposive sampling technique with the criteria of having made purchases more than once. The amount at samples was determined using the Slovin formula to ensure data representation. Data analysis was carried out using descriptive and inferential statistical methods. Validity and reliability tests were applied for ensure the grade from the questionnaire, while classic assumption tests, including normality, multicollinearity and heteroscedasticity tests, were carried out for assure the regression model converge the analysis necessity. Next, multiple linear regression analysis is used for quantify the influence at service quality and location, both partially and simultaneously, at purchasing decisions. Hypothesis testing is carried out via the t test to partial analysis and the F test to simultaneous analysis.

RESULTS AND DISCUSSION

Table 1. Descriptive Statistics Result

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Total Service Quality Items	100	31	55	42.25	5.381
Total Item Location	100	15	24	21.57	2.161
Total Purchase Decision Items	100	8	20	14.66	2.547
Valid N (listwise)	100				

Source: Processed Primary Data, SPSS 2024

It may be resume lest all variables show positive performance, which is indicated by an average grade that is higher till the standard deviation.

Table 2. Frequency Distribution of Trends in Service Quality Variables

Interval	Frekuensi	Persentase	Category
> 47	16	16%	Tall
39 ≤ x ≤ 47	63	63%	Currently
< 39	21	21%	Law
Amount	**100**	**100%**	

Source: Processed Primary Data, SPSS 2024

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

On the basis at the classification in table 2 applying the ideal mean calculation, it is understood that the service classifications of high, medium and low are respectively 16%, 63% and 21%. Overall, this means that respondents received fairly good service quality.

Table 3. Frequency Distribution of Trends in Location Variables

Interval	Frekuensi	Persentase	Category
> 21	54	54%	Tall
18 ≤ x ≤ 21	40	40%	Currently
< 18	6	6%	Law
Amount	**100**	**100%**	

Source: Processed Primary Data, SPSS 2024

On the basis of the classification in table 3 applying the ideal mean calculation, it is understood that the classification of high, medium and low locations is respectively 54%, 40% and 6%. Overall, this means that respondents can access very good locations or high accessibility.

Table 4. Frequency Distribution of Trends in Purchasing Decision Variables

Interval	Frekuensi	Persentase	Category
> 16	23	23%	Tall
12 ≤ x ≤ 16	66	66%	Currently
< 12	11	11%	Law
Amount	**100**	**100%**	

Source: Processed Primary Data, SPSS 2024

On the basis of the classification in table 4 applying the ideal mean calculation, it is understood that the classification of high, medium and low purchases is respectively 23%, 66% and 11%. Overall, this means that respondents make purchasing decisions quite often.

Table 5 .Service Quality Variable Validity Test Results (X1)

Item	Rtabel	Nilai Pearson	Information
X1.1	0.1966	0.512	Valid
X1.2	0.1966	0.477	Valid
X1.3	0.1966	0.457	Valid
X1.4	0.1966	0.390	Valid
X1.5	0.1966	0.589	Valid
X1.6	0.1966	0.741	Valid
X1.7	0.1966	0.466	Valid
X1.8	0.1966	0.512	Valid
X1.9	0.1966	0.558	Valid
X1.10	0.1966	0.589	Valid
X1.11	0.1966	0.741	Valid

Source: Processed Primary Data, SPSS 2024

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Table 6. Location Variable Validity Test Results (X2)

Item	Rtabel	Nilai Pearson	Information
X2.1	0.1966	0.474	Valid
X2.2	0.1966	0.725	Valid
X2.3	0.1966	0.815	Valid
X2.4	0.1966	0.610	Valid
X2.5	0.1966	0.815	Valid

Source: Processed Primary Data, SPSS 2024

Table 7. Purchasing Decision Variable Validity Test Results (Y)

Item	Rtabel	Nilai Pearson	Information
Y.1	0.1966	0.766	Valid
Y.2	0.1966	0.762	Valid
Y.3	0.1966	0.601	Valid
Y.4	0.1966	0.614	Valid

Source: Processed Primary Data, SPSS 2024

Based on the results above, it is understood lest all variables in study am valid because each instrument exceeds the Pearson value of 0.1966.

Table 8. Reliability Test Results

Variabel	Cronbach Alpha (> 0.6)	Information
Service Quality (X1)	0.772	Reliabel
Location (X_2)	0.726	Reliabel
Purchase Decision (Y)	0.629	Reliabel

Source: Processed Primary Data, SPSS 2024

Based on the results above, it is understood lest all variables in study am valid because each instrument exceeds the Pearson value of 0.1966.

Table 9. Kolmogrov Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.14829920
Most Extreme Differences	Absolute	.078
	Positive	.050
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)		.141[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed Primary Data, SPSS 2024

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

On the basis of the test outcome presented at table over, the asymp value is understood. sig. (2-tailed) dear 0.141 exceeds 0.05. Based in these figures, it is stated lest the data is normally distribute.

Table 10. Service Quality Linearity Test Results on Purchasing Decisions

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Total Items Decision Purchase Total Items Quality Service	Between Groups	(Combined)	266.674	22	12.122	2.484	.002
		Linearity	166.317	1	166.317	34.081	.000
		Deviation from Linearity	100.356	21	4.779	.979	.497
	Within Groups		375.766	77	4.880		
	Total		642.440	99			

Source: Processed Primary Data, SPSS 2024

On the basis at the test outcome presented in the table above, it is understood that Sig. deviation from linearity is 0.497 > 0.05, so lest there is a linear relationship in service quality and purchasing decisions.

Table 11. Location Linearity Test Results on Purchasing Decisions

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Total Purchase Decision Items * Total Location Items	Between Groups	(Combined)	55.110	9	6.123	.938	.496
		Linearity	26.822	1	26.822	4.110	.046
		Deviation from Linearity	28.288	8	3.536	.542	.822
	Within Groups		587.330	90	6.526		
	Total		642.440	99			

Source: Processed Primary Data, SPSS 2024

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

On the basis at the test outcome presented at table over, it is understood lest Sig. deviation from linearity is 0.822 > 0.05, so there is a linear relationship in location and purchasing decisions.

Table 12. Multiple Linear Regression Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.294	2.699		.109	.914
	Service Quality	.236	.041	.498	5.805	.000
	Location	.204	.101	.173	2.020	.046
a. Dependent Variable: Buying decision						

Source: Processed Primary Data, SPSS 2024

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$
$$Y = 0.294 + 0.236 + 0.204 + e$$

Table 13. T Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.294	2.699		.109	.914
	Sevice Quality	.236	.041	.498	5.805	.000
	Location	.204	.101	.173	2.020	.046
a. Dependent Variable: Buying decision						

Source: Processed Primary Data, SPSS 2024

In other words, ttable exceeds ttable or the significance level is less than the significance limit, meaning that H1 is accepted.

Table 14. F Test Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	185.536	2	92.768	19.695	.000[b]
	Residual	456.904	97	4.710		
	Total	642.440	99			
a. Dependent Variable: Buying Decision						
b. Predictors: (Constant), Location, Service Quality						

Source: Processed Primary Data, SPSS 2024

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Fcount exceeds Ftable or the significance level is less than the significance limit, meaning that all independent variables simultaneously have an influence on purchasing decisions.

Table 15. Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.537[a]	.289	.274	2.170
a. Predictors: (Constant), Location, Service Quality				

Source: Processed Primary Data, SPSS 2024

The Adjusted R Square was get in 0.274 or 27.4%. According to this value, the value of service quality and location influences 27.4% of the variation in purchasing decisions. Meanwhile, the other 72.6% was contributed by other variables besides the analysis of this study.

CONCLUSION AND SUGGESTIONS

Couclision

The following conclusions can be drawn:

1. Service quality has an impact on purchasing decisions. Better and better quality service tends to encourage more consumers to make repeat purchases.
2. Location also do a role at influencing purchasing decisions. A strategic, comfortable and easy to reach location can increase customer loyalty in making repeat purchases.
3. Together, service quality and location have influence at purchasing decisions. The combination of superior service and good location will attract more consumers to visit and make repeat purchases.

Suggestions

The suggestions below:

1. To improve the quality of service in the future, it is recommended to provide training to new employees. This aims to ensure that they have sufficient experience and interpersonal skills to handle customer complaints quickly and professionally.
2. To increase comfort, security and ease of location access for customers, it is necessary to implement a parking system that is clear and easy to understand.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

3. For researchers who wish to explore themes relevant to this study, it is recommended to consider using other variables and increasing the number of respondents so that the data obtained is more accurate and representative.

REFERENCES

Anuraga, G., Indrasetianingsih, A., & ... (2021). Pelatihan pengujian hipotesis statistika dasar dengan software r. BUDIMAS: Jurnal …. https://jurnal.stieaas.ac.id/index.php/JAIM/article/view/2412

Arya, D., Rochmawati, L., & Sonhaji, I. (2020). Koefisien korelasi (r) dan koefisien determinasi (r2). Jurnal Penelitian. https://ejournal.poltekbangsby.ac.id/index.php/jurnalpenelitian/article/view/544

Iba, Z., & Wardhana, A. (2024). Operasionalisasi Variabel, Skala Pengukuran \&Instrumen Penelitian Kuantitatif. repository.penerbiteureka.com. https://repository.penerbiteureka.com/publications/569215/operasionalisasi-variabel-skala-pengukuran-instrumen-penelitian-kuantitatif

Kelvinia, K., Putra, M. U. M., & Efendi, N. (2021). Pengaruh Lokasi, Harga dan Kualitas Pelayanan Terhadap Keputusan Pembelian. Jurnal Wira Ekonomi Mikroskil. https://www.mikroskil.ac.id/ejurnal/index.php/jwem/article/view/795

Kurniawan, T. R. (2020). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Nasabah Pada PT. Mandiri Tunas Finance Cabang Pekanbaru. Jurnal. https://ekobis.stieriau-akbar.ac.id/index.php/Ekobis/article/view/276

Malonda, V., Mamuaya, N., & ... (2021). Pengaruh harga dan iklan terhadap keputusan pembelian pada online shop Shopee pada mahasiswa Fakultas Ekonomi Universitas Negeri Manado. Jurnal Manajemen …. http://ejournal.fekon-unima.ac.id/index.php/JAK/article/view/2377

Mandailina, V., Pramita, D., Syaharuddin, S., & ... (2022). Uji hipotesis menggunakan software JASP sebagai upaya peningkatan kemampuan teknik analisa data pada riset mahasiswa. JCES (Journal of …. https://journal.ummat.ac.id/index.php/JCES/article/view/6109

Manoy, T. I., Mananeke, L., & Jorie, R. J. (2021). Pengaruh Kualitas Produk dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada CV. Ake Maumbi. Jurnal EMBA: Jurnal Riset …. https://ejournal.unsrat.ac.id/index.php/emba/article/view/36231

Marsella, D. D., Taufik, M., & ... (2020). Pengaruh Keragaman Produk, Kualitas Pelayanan dan Suasana Toko terhadap Keputusan Pembelian di Butik Nabila

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Lumajang. Jobman: Journal of https://jkm.itbwigalumajang.ac.id/index.php/jrm/article/view/294

Meiryani, D. (2021). Memahami Uji F (Uji Simultan) Dalam Regresi Linear.ac. id/2021/08/12/memahami-uji-f-uji ….

Praditya, R. A., & Purwanto, A. (2024). The Role of Viral Marketing, Brand Image and Brand Awareness on Purchasing Decisions. PROFESOR: Professional Education Studies and Operations Research, 1(01), 11-15

Prayuda, R. Z., & Purwanto, A. (2024). The Role of Locus of Control, FinancialKnowledge and Income on Financial Management Behavior: PLS-SEM Analysis. PROFESOR: Professional Education Studies and Operations Research, 1(02), 1-5

Priadana, M. S., & Sunarsi, D. (2021). Metode penelitian kuantitatif. books.google.com.

https://books.google.com/books?hl=en%5C&lr=%5C&id=9dZWEAAAQBAJ%5C&oi=fnd%5C&pg=PR2%5C&dq=kuantitatif+kuantitatif%5C&ots=1fcLG44pIa%5C&sig=06Weg5PNRkz7wAbEyqhgsm9yzDk

Purwanto, A., & Prayuda, R. Z. (2024). The Role of Brand Image, Brand Experience, Influencer Marketing and Purchase Interest on Cunsumer Purchasing Decisions of Handphone. PROFESOR: Professional Education Studies and Operations Research, 1(01), 1-5

Siregar, W. L. N. (2020). Analisis pengaruh pelayanan, harga, lokasi dan layout terhadap kepuasan konsumen: studi kasus pada bengkel AHASS PT. Sukses Motor Globalindo Gunung Tua etd.uinsyahada.ac.id. http://etd.uinsyahada.ac.id/6414/

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.