

The Role of Purchase Intention in Mediating the Influence of Price and Product Quality on Consumer Purchasing Decisions of Kopi Lingkar Malang

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Abstract

Coffee shops have become a popular gathering place in the community. The coffee industry in Indonesia is experiencing rapid growth. Competition is also getting tighter. This study aims to examine and analyze the role of purchase intention in mediating the influence of price and product quality on purchasing decisions of consumers at Kopi Lingkar Malang. Kopi Lingkar Malang is one of the coffee shops located in Malang City. The research data used is primary data, obtained through distributing questionnaires to samples. The sample in this study consisted of 80 respondents. The type of research conducted in this study is explanatory research with a quantitative approach. The data gathering instrument used in this study is a questionnaire. The data analysis method used in this study is Partial Least Squares (PLS). The results obtained from this study conclude that the price variable does not affect purchase intention and purchasing decisions of consumers at Kopi Lingkar Malang. Product quality and purchase intention influence purchasing decisions. Product quality also influences consumer purchase intention. Furthermore, the price variable in this study did not influence purchasing decisions among consumers at Kopi Lingkar Malang, mediated by purchase intention. Furthermore, product quality in this study influenced consumer purchase decisions, mediated by purchase intention.

Keywords: Purchase Intention; Price; Product Quality; Purchasing Decision

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INTRODUCTION

Phenomenon life public Which the more complex, along progress technology, can have negative impacts, for example stress which is so easy It has hit not only the elderly, but also adults, young people, and even children. Various business sectors are currently experiencing development. including business coffee shop. Coffee shop has become one of place gather that popular in public, not only as place for enjoy drink and food, but also as place interaction social and relaxation. Coffee Shop become something business carried out in various efforts, both individual and group, so that it has an impact on the space and place which done by person individual in do a discussion, business, or only just let go fatigue in routine.

In recent years, the coffee industry in Indonesia has experienced rapid growth. This growth has led to the emergence of more coffee shops, both small and large scale. big. With the competition getting tougher strict, owner cafe must Understanding the factors that influence consumer purchasing decisions in order to compete effectively. Domestic coffee consumption is estimated to increase by an average of 3.07% per year from 2020 to 2024. With Indonesians' growing interest in consuming product coffee can become opportunity for Lots businessman for open coffee shop which moment This trend in circles public. Competition shop coffee or which more become more and more strict. Data more details served on Table 1.

Table 1. Estimate Consumption Coffee Country Year 2020-2024

Tahun	Produksi (Ton)	Bersih ekspor (Ton)	Konsumsi (Ton)	Pertumbuhan (%)
tahun 2020	752.332	378.335	373.998	
Tahun 2021	771.910	377.143	394.766	5,55
Tahun 2022	782.568	375.722	406.847	3,06
tahun 2023	787.811	374.064	413.741	1,69
Tahun 2024	794.025	372.187	421.839	1,96
Rata- rata	777.729	375.491	402.238	3,07

Sumber: Pusat Data dan Sistem Informasi Pertanian Sekretariat Jendral – Kementerian Pertanian 2020

Kopi Lingkar Malang is the one of Coffee Shop in Joyogrand Complex, Merjosari, Lowokwaru, Malang City, East Java. Kopi Lingkar Malang is like other Coffee Shop,



Provide coffee with characteristics typical alone. Provide the place that comfortable so that for consumer become comfortable. Kopi Lingkar Malang not only provides a coffee menu, but there are several other menus that provide a wide selection of beverage products Which make for consumer Can choose product which in accordance with his wish.

A purchasing decision begins when a consumer has a need and is interested in a product to buy. However, before making a purchase, the consumer look for information Which relate with product that will Purchased and consumers start have interest for buy product. Competition business make consumers are more selective in purchasing products. Purchasing decisions are part of consumer behavior, consumer behavior is about how individuals, groups, and organization choose, buy, use, And How goods, service, idea, or experience for satisfying need and desire they (Kotler & Armstrong, 2016).

One of the factors that influences purchasing decisions is price. price is important. Determination price Which appropriate can interesting more customers, Price which not accordance with quality can lower interest buy customer. Price of a product which in accordance with consumer so will push interest For buy the product (Oscar and Keni, 2019). In the increasingly tight business competition and the increasing number of businesses new Which move in field which the same or almost the same, requires companies to be able to determine the prices of the products or services they sell appropriately and appropriate with need And desire consumer.

Besides That, factor Which influence decision purchase is quality product (Product Quality). Quality product is ability A product in demonstrate its function, this matter including measurement to product, convenience operation, repair on products and attribute product other (Kotler & Armstrong, 2016). Quality product (Product Quality) is understanding that product Which offered by seller have mark sell more Which not owned by product competitors. Interested in buying become bridge Which connect quality products and price with decision purchase. When customer feel interested for buy a product, decision for do purchase will more easy taken. Interest Buy is behavior planned consumer moment will buy something product (Komalasari et al, (2021).

Based on from several studies previously successfully demonstrated connection significant effect on the role of purchase intention in mediating the influence of Price and Product Quality on purchasing decisions. purchase. Like study which done by Martiyasari (2021) state that product quality has a significant influence on purchasing decisions. Research conducted by Prestiyani (2019) Price not influential in a way significant towards

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Interest buy. Then Febrianto (2015) state quality product, price and image brand have connection which significant to interest buy, Good in a way partial or simultaneous. However, on study other Gunarso (2017) state quality product not significant to interest buy and decision purchase. Sakinah (2021) stated that purchase intention can be a mediating variable between product quality and purchasing decisions and price. Furthermore, Budiatmo (2020) stated that there is no significant influence of price on purchasing decisions. purchase through interest buy.

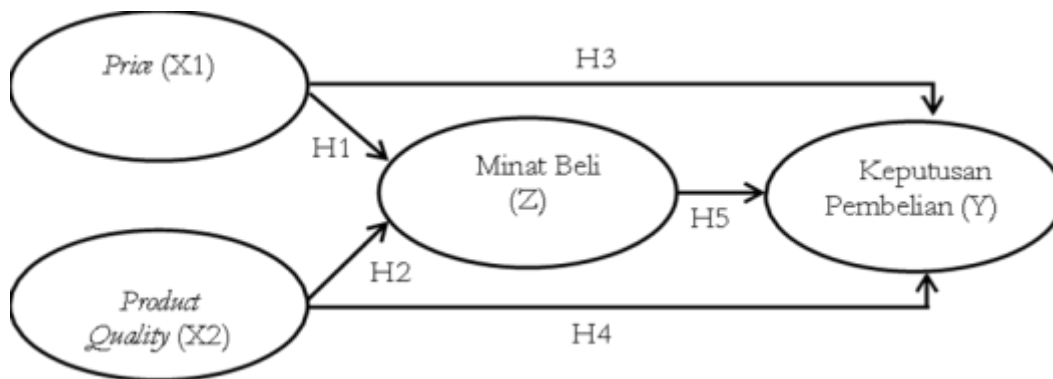
Based on the background above, there is a research gap in several research results difference results from each Researchers about role interest buy in mediating influence price and quality product to decision purchase. Matter This push researchers to re-test the characteristics of the variables. However, this study focuses on on Kopi Lingkar Malang. This study focus on testing hypothesis about connection between third variable that is variable Price (Price), Quality Product (Product Quality) And interest buy, as well as the impact to decision purchase.

RESEARCH METHODS

Type of this study is explanatory research with use quantitative approach. Study This done in Kopi Lingkar Malang at Malang City. The study was conducted from October 2023 to December 2023. The sampling technique used was accidental sampling. According to Sugiyono (2015), Accidental Sampling is technique determination sample based on by chance, namely consumers who coincidentally meet researchers can be used as sample, when viewed person Which as it happens found That suitable as source data.

The sample in this study were consumers of Kopi Lingkar Malang who had made transactions. purchase product in Kopi Lingkar Malang. Size sample taken using the formula Hair, et al (2014). Formula Hair used Because size population Which Not yet known certain and suggests a minimum sample size of 5-10 times the indicator variable. So that the number of indicators as much as 16 in time 5 ($16 \times 5 = 80$). So, through calculation based on Based on this formulation, the sample size for this study was 80 respondents from Kopi Lingkar Malang consumers. For measurement used scale Likert, The Likert scale is designed to explain how strongly a subject is agreed or disagreed with by asking respondents questions. Generally, the Likert scale consists of 5 points, 5 Setuju (S) dengan Skor, 4 Netral (N) dengan Skor 3, Tidak setuju (TS) dengan Skor 2, Sangat tidak setuju (STS) dengan Skor 1 (Sugiyono, (tahun 2015).





Picture 1. Conceptual Framework

Hypothesis;

- H1: Price influential to interest buy
- H2: Product quality influential to interest buy
- H3: Price influential to decision purchase
- H4: Product quality influential to decision purchase
- H5: Purchase interest an impact on decision purchase
- H6: Price influential to decision purchase through interest buy.
- H7: Product quality influential to decision purchase through interest buy

Table 2. Operationalization Variables

Variables	Draft Variables	Indicator
Buying decision (Y)	Consumer purchasing decisions are a process in which consumers recognize their problems, look for solutions, information about product or brand certain (Tjiptono, 2015).	a) According to customer needs b) Have Benefit c) Accuracy in buy product d) Do purchase repeat. (Thompson, (2016)
Price (X1)	Price is the amount of money spent for a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or	a)Affordability. b)Suitability price with quality product. c)Power competition price. d)Compliance price with benefits (Kotler & Amstrong, 2012)

	service (Kotler & Armstrong, 2016).	
Product Quality (X2)	Quality product is the ability of a product to demonstrate its function, this includes measuring the product, convenience operation, improvement of the product and other product attributes (Kotler & Amstrong, 2016).	a) Performance (features) b) Reliability (reliability) c) Feature (feature) d) Compliance (conformance) (Lupiyoadi, 2015)
Interest Buy (Z)	interest buy consumer can interpreted as a buying interest that reflects desire and consumer desire to purchase a product (Ferdinand, 2016).	a) Interest Transactional b) Interest Referential c) Interest Preferential d) Interest Exploratory (Ferdinand in Gama & Astiti, 2020)

Source: Data in exercise researchers (2024)

RESULTS AND DISCUSSION

PLS is One method analysis Which powerful because can implemented on all data scale, in analysis PLS Also No need lots assumptions and size sample must be in amount big, at a time can analyzed construct which formed with reflective indicators and formative indicators. This is possible because of the algorithm in PLS use analysis series ordinary least square so that identification model not problem in model recursive and not assume form from distribution certain from measurement variables study. Furthermore, efficiency analysis olgarithm capable estimating the model which big And complex (Falk and Miller, 1992 in Ghozali, 2014).

Structural model on The PLS approach is the relationship between latent variables called inner model, whereas model measurement from every indicator good nature reflective and formative is called outer model. Inner model can Evaluated with see on mark percentage the variant that explained that is with see on mark R2 (R-square

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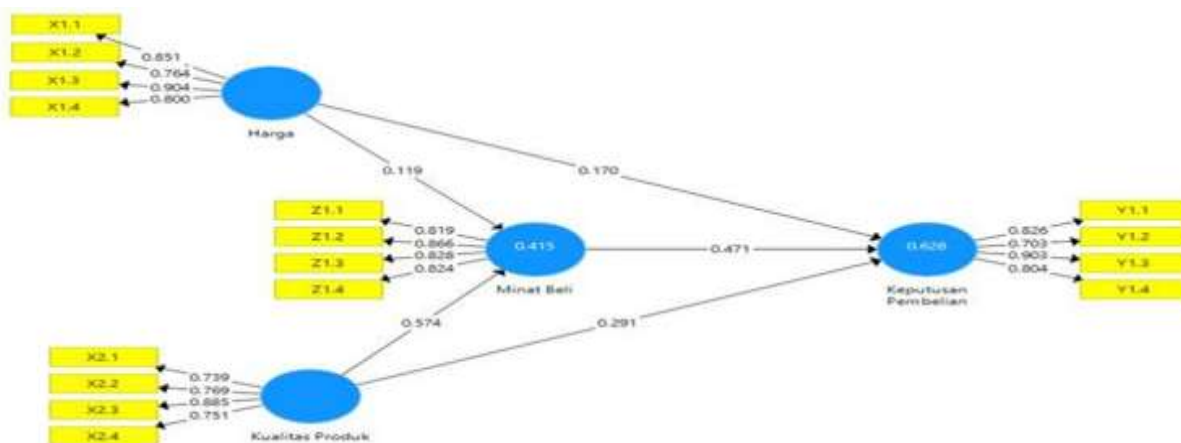


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variables exogenous) For variable construct dependent with use size Stone Geyser Q Square test and see size coefficient track its structure. Stability from estimate This evaluated with use test t- statistic Which obtained through the procedure bootstrapping (Ghozali, 2014).

Test Validity (Convergent Validity)

Testing validity for indicator reflective can done with use correlation between the indicator score and the construct score. Measurement with reflective indicators shows that there is change on something indicator in something construct if indicator other on construct that the same changed. Following results calculation use program computer smart PLS:



Picture 2. Results Model Structural Study

According to Chin (1998) in Ghozali (2012: 25), a correlation can be said to meet convergent validity if it has a loading value greater than 0.5. The output shows that the loading factor provides a value above the recommended value of 0.5. So, the indicators Which used in study This has fulfil validity convergent.

Test Validity Discriminant (Discriminant Validity)

On indicator reflective need done testing validity discriminant with compare the values in the Cross Loading table. An indicator is declared valid if it has a value highest loading factor to construct Which targeted compared to mark loading factor to construct Which other.

Table 3. Output Cross Loading

Cross Loading				
Variable Items	Price	Decision Purchase	Product Quality	Interest Buy
X1.1	0.851	0.424	0.478	0.355
X1.2	0.764	0.389	0.420	0.333
X1.3	0.904	0.513	0.475	0.422
X1.4	0.800	0.378	0.341	0.254
X2.1	0.323	0.473	0.739	0.465
X2.2	0.338	0.469	0.769	0.396
X2.3	0.572	0.639	0.885	0.633
X2.4	0.360	0.534	0.751	0.474
Y1.1	0.535	0.826	0.602	0.621
Y1.2	0.318	0.703	0.394	0.462
Y1.3	0.422	0.903	0.624	0.637
Y1.4	0.385	0.804	0.552	0.620
Z1.1	0.198	0.588	0.516	0.819
Z1.2	0.311	0.621	0.545	0.866
Z1.3	0.378	0.618	0.481	0.828
Z1.4	0.495	0.600	0.576	0.824

Source: Output SmartPLS, Data in exercise researchers (2024)



Test Reliability

Sarwono and Narimawati (2015) stated that a latent variable can be said to have reliability Which Good if mark composite reliability more big from 0.8 And Cronbach's value alpha More big from 0.8.

Table 4. Results Test Variable Reliability Latent

Variables	Composite Reliability	Cronbach's Alpha	Information
Price (X1)	0.899	0.850	Reliable
Quality Product (X2)	0.867	0.795	Reliable
Interest Buy (Z)	0.885	0.826	Reliable
Decision Purchase (Y)	0.902	0.855	Reliable

Source: Output SmartPLS, Data in exercise researchers (2024)

The table shows that all over variables latent that is measured in this study has a Cronbach's Alpha and Composite Reliability value that is greater than 0.7 so that can it is said that all variables latent reliable.

Evaluation Model Structure (Inner Model) R² Test

Model Structural assessed use PLS with consider mark R² on each latent variable endogen as strength prediction model structural. Change mark R² used to explain influence variables latent oxygen certain to variables latent endogenous, do you have influence Which substantive. Mark R² explained model strong 0.75, model moderate 0.50, model weak 0.25. Results PLS of R² presenting amount variance from the construct Which presented by model (Chinese et al, 1998 in Ghazali and Latan, 2020). Output For mark R² in get;

Table 5. Analysis Coefficient Determination (R²)

Model	R Square
Decision Purchase	0.628
Interest Buy	0.415

Source: OutputSmartPLS, Data in exercise researcher (2024)



Goodness of Fit Model

As for results calculation mark Q-Square is as following:

$$\begin{aligned}
 \text{Q-Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
 &= 1 - [(1 - 0.628) \times (1 - 0.415)] \\
 &= 1 - (0.372 \times 0.585) \\
 &= 1 - 0.218 \\
 &= 0.782
 \end{aligned}$$

Based on the calculation results above, the Q-Square value obtained is 0.782. This shows the magnitude of diversity from data study Which can explained by model study is by 78.2%. Whereas the rest as big as 21.8% explained by factor other Which is at in outside research model This. With thus, from results the so model study This can stated to have been own goodness of fit Which Good.

Results testing Influence Direct**Table 6. Results Testing Hypothesis Influence Direct**

Influence Direct	Original Sample	Sample Mean	Standard Deviation	T- statistics	P-value
Price -> Decision Purchase	0.170	0.176	0.098	1,746	0.081
Price -> Purchase Interest	0.119	0.132	0.105	1,113	0.258
Product Quality - > Decision Purchase	0.291	0.290	0.106	2,753	0.006
Product Quality - > Interest Buy	0.574	0.576	0.073	7,815	0,000
Interest Buy - > Decision Purchase	0.471	0.468	0.087	5,420	0,000

Source: Output SmartPLS, Data in exercise researchers (2024)



DISCUSSION

Influence Price to Decision Purchase

The magnitude of the parameter coefficient for the variable price (X1) on purchasing decision (Y) is 0.170 Which means No there is influence positive Price to Decision purchase. Or can interpreted that the more mark interest buy so Decision purchase will also increase. An increase of one unit of purchasing interest will increase the purchasing decision. by 17%. Based on calculations using bootstrapping or resampling, where the results of the price estimation coefficient test on the bootstrap purchasing decision results is as big as 0.176 with mark t count 1,746 And standard deviation 0.098. So, mark p-value is 0.081. 0.05 so that H1 rejected or Which means variables price to Buying decision No influential in a way direct and significant. Results study This in line with study Which done Prestiyani (2019) Which States that price No influential in a way significant to interest buy.

Influence Product Quality to Decision Purchase

The size coefficient parameter for variables product quality (X2) to decision purchase (Y) is 0.291, which means there is a positive influence of product quality on purchasing decisions. Or can interpreted that the more mark interest buy so Buying decision will the more increase also. Improvement One unit interest buy will improve Decision purchase as big as 29.1%. Based on calculation with use bootstrap or resampling, where the results of the estimated coefficient test product quality on purchasing decision bootstrap is as big as 0.290 with mark t count 2,753 And standard deviation 0.106. Then the value p value is 0.006. 0.05 so that H2 accepted or Which means variables quality product to Decision purchases have a direct and significant impact. Results study This in line with study Which done (Martiyasari (2021) Which States that product quality has an effect significant to decision purchase.

Influence Price to Interest Buy

The magnitude of the parameter coefficient for the variable price (X1) on purchasing interest (Z) is 0.119 which means there is influence negative Price to Interest buy. Or can interpreted the higher the price, the higher the purchase interest. A one-unit increase in price increases purchase interest by 11.9%. Based on calculations using bootstrapping or resampling, the results of the coefficient test for the estimated price on purchase interest show results bootstrap is as big as 0.132 with mark t count 1,133 And standard deviation 0.105. So, the p value is 0.258 > 0.05 so H3 is rejected or which means

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the Price variable has an effect on Z No influential in a way direct and significant. The results of this study differ from the research conducted by Febrianto (2015) which stated that quality product influential and significant to decision purchase.

Influence Product Quality to Interest Buy

The magnitude of the parameter coefficient for the product quality variable (X_2) The correlation between product quality and purchase interest (Z) is 0.574, which means that product quality has a positive effect on purchase interest. This can be interpreted as meaning that the higher the product quality value, the higher the purchase interest. also. Improvement One unit Quality Product will increase Interest buy of 57.4%. Based on calculations using bootstrapping or resampling, the results of the coefficient test of the estimated Product Quality on Purchase Intention from the bootstrap results are 0.579 with a value of t count 7,815 And standard deviation 0.073. So, mark p value is $0,000 < 0.05$ so that H_4 is accepted, which means that the Product Quality variable has a direct and significant effect on purchasing interest. The results of this study are in line with research conducted by Febriyanto (2015) which stated that quality product influential significant to interest buy.

Influence Interest Buy To Decision Purchase

The size coefficient parameter For variables interest buy (Z) to decision purchase (Y) is 0.471, which means there is a positive influence of purchase interest on purchasing decisions. Or can interpreted that the more mark interest buy so Decision Purchases will also increase. A one-unit increase in purchase intention will increase purchase decisions by 47.1%. Based on calculations using bootstrapping or resampling, where results test coefficient estimate interest buy to Decision purchase bootstrap results is as big as 0.468 with mark t count 5,420 And standard deviation 0.087. So, mark p- value is $0,000 < 0.05$ so that H_5 accepted or Which means variables interest buy against the Decision purchase influential in a way direct and significant. Results study This in line with study Which done by Gunarso (2017) states that purchasing interest has a positive and significant influence on consumer purchasing decisions.



Results testing Influence No Direct**Table 7. Results Testing Hypothesis Influence Indirect**

Influence No Direct	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
X1 -> Z1 -> Y	0.056	0.058	0.047	1,192	0.234
X2 -> Z1 -> Y	0.270	0.271	0.063	4,279	0,000

Source: OutputSmartPLS, Data is processed researchers (2024)

Influence Price to Decision Purchase Through Interest Buy

The size coefficient parameter For price variable to decision purchase through buying interest as big as 0.056 Which means there is an influence indirect which positive Price on Purchasing Decisions Through Purchase Interest. Or it can be interpreted that the higher the price value, so Decision Purchase through Interest Buy will the more increase also. One upgrade unit price will increase Decision Purchase through Interest Buy as big as 5.6%. Based on calculations using bootstrapping or resampling, where the results of the estimated coefficient test Price to Decision Purchase Through Interest Buy results bootstrap is of 0.058 with a calculated t value of 1.192 and a standard deviation of 0.047. Then the p value is $0.234 > 0.05$ so H_6 rejected or Which means variables Price to Decision Purchase Through Interest Buy No influential in a way indirect and not significant. This is also supported by previous research conducted by Budiatmo (2020) which stated that no there is an influence and significant price against decision purchase through buying interest.

The Influence of Product Quality on Purchasing Decisions Through Purchase Intention as a Mediating Variable

The magnitude of the parameter coefficient for the product quality variable on purchasing decisions through Interest Buy as big as 0.270 Which means there is influence No direct Which positive product quality To Decision Purchase Through Interest Buy. Or can interpreted the higher the product quality value, the higher the Purchase Decision through Purchase Intention. A one-unit increase in product quality will increase the Purchase Decision through Purchase Intention by 27%. Based on calculations using

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bootstrapping or resampling, where the results of the product quality estimation coefficient test on Purchase Decision Through Interest Buy results bootstrap is as big as 0.271 with mark t count 4,279 and standards deviation 0.063. So, mark p value is $0,000 < 0.05$ so that H7 accepted or Which means variables quality product To Decision Purchase Through Interest Buy influential inadvertently direct and significant. Matter This in support study previously Which in do by Peace (2021) state that interest buy capable become variables mediation between quality product and decision purchase.

CONCLUSION

This study aims to determine the role of purchasing interest in mediating the influence of price and product quality on purchasing decisions of consumers at Kopi Lingkar Malang. Based on the findings and discussion of the research that the author explains, the author can draw several conclusions as follows;

- a) Price did not influence the purchase intention of consumers at Kopi Lingkar Malang.
- b) Product quality influenced the purchase intention of consumers at Kopi Lingkar Malang.
- c) Price did not influence the purchasing decisions of consumers at Kopi Lingkar Malang.
- d) Product quality influenced the purchasing decisions of consumers at Kopi Lingkar Malang.
- e) Purchase intention influenced the purchasing decisions of consumers at Kopi Lingkar Malang.
- f) Price did not influence purchasing decisions when mediated by purchase intention among consumers at Kopi Lingkar Malang.
- g) Product quality influenced purchasing decisions when mediated by purchase intention among consumers at Kopi Lingkar Malang.

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