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Determinants Of Mobile Coffee Purchase Decisions: The Role Of Product Quality, Price, And Accessibility In Pinrang Regency

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Abstract

The proliferation of mobile coffee vendors in Pinrang Regency is driven by affordable prices and ease of access. Amid this competition, business owners need to understand the factors that drive purchasing interest in order to formulate effective marketing strategies. Therefore, this study was conducted to evaluate the impact of product quality, price, and accessibility on purchasing preferences, both individually and collectively. This quantitative study involved 100 respondents who purchase mobile coffee in Pinrang, using purposive sampling. Data were collected via a Likert-scale questionnaire that had passed validity and reliability tests. Data were analyzed using SPSS for multiple linear regression analysis, which included an evaluation of the fulfillment of classical assumptions, hypothesis testing (t-test and F-test), and calculation of the coefficient of determination. The results of the statistical tests show a positive and significant contribution of all three variables to consumer decision-making, as evidenced by the product quality value (t=4.685; p=0.000), price (t=3.396; p=0.001), and ease of access (t=2.919; p=0.004). A simultaneous test (F=43.051; p=0.000) confirms that these three factors collectively influence purchasing decisions. An R-Square score of 0.574 indicates that 57.4% of purchasing decisions depend on this model, while the remaining 42.6% are influenced by factors outside the scope of this study, such as promotions, service, location, and brand image.

Keywords: Product Quality, Price, Ease of Access, Purchase Decisions, Mobile Coffee Service

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INTRODUCTION

Background of the Problem

In the era of globalization, consumers tend to make instant purchasing decisions regarding a product. Price, product quality, and brand image are factors that significantly influence purchasing decisions, and this issue is important to continue studying because a number of studies have shown mixed results (Arwin et al., 2025).

Changes in the lifestyles of modern society, particularly among the younger generation, have created more dynamic consumption patterns (Putri et al., 2026). Generation Z those born in 1995 or later, often referred to as the post-millennial generation tends to be more tech-savvy, values personal experiences, and prefers services that meet their needs quickly and efficiently, including when it comes to coffee consumption (Amaliah et al., 2023).

Coffee consumption, which was once merely a routine, has now become part of Generation Z's lifestyle: not just a way to stay awake, but a symbol of social status, a trend, and a means of social interaction. This phenomenon has given rise to mobile coffee shops as an alternative coffee business model, featuring diverse menus, locations in bustling areas, and delivery services. The high volume of online searches for mobile coffee shops in Pinrang Regency, as well as the popularity of the "Black Seeds" coffee shop in Berastagi, Medan which attracts customers with prices starting at Rp10,000 underscores the market's strong interest in this concept (Maulidiyah & Arsyianto, 2020).

The coffee industry in Indonesia has grown rapidly in recent years and has expanded to areas such as Pinrang Regency, marked by the proliferation of home based coffee shops, street-side coffee stalls, and mobile coffee services that reach roadside areas, offices, schools, and residential neighborhoods (Wardani et al., 2022). On college campuses, mobile coffee services have even become a daily routine for students, faculty, and staff; their high mobility, limited time, and more affordable prices compared to cafes make them a practical solution for consumers with limited purchasing power (Arwin et al., 2025).

Mobile coffee businesses are attractive because they are flexible and have low operating costs, but they still face significant challenges in attracting and retaining customers amid fierce competition, making an understanding of the factors that determine purchasing decisions crucial (Amrihani & Ritonga, 2021). First, product quality including taste, consistency of service, cleanliness, aroma, and ingredients is a key determinant of repeat purchases, as consumers are now more selective even when it comes to informal services (Pangestu et al., 2025). Second, price, which is a primary

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consideration for the lower-middle segment; prices that are too high reduce purchasing interest, while prices that are too low without regard for profit margins can be detrimental to business owners (Syahril et al., 2026). Third, ease of access including the vendor's delivery routes, operating hours, location accessibility, and the ease of ordering via WhatsApp or social media significantly influences impulsive purchasing behavior (Hanifah & Rahadi, 2020).

Although these three factors are considered important, the extent to which they influence purchasing decisions for mobile coffee vendors in Pinrang Regency has not yet been extensively studied empirically (Saputri, 2016). Some business owners feel they have offered good quality and competitive prices, yet sales have not increased significantly suggesting the presence of other factors or a mismatch in perceptions between sellers and consumers (Raihan et al., 2025). The diverse economic, cultural, and lifestyle characteristics of Pinrang's population also influence consumption preferences, making local research essential to ensure that the resulting strategies are relevant and applicable in the field (Nasjwa et al., 2026).

Based on this description, this study aims to analyze the influence of product quality, price, and ease of access on purchasing decisions for mobile coffee vendors in Pinrang Regency, both partially and simultaneously, while also contributing to the development of marketing science particularly in the context of MSMEs and service marketing and serving as a basis for formulating more effective marketing strategies for mobile coffee vendors in the region.

THEORETICAL BASIS

Product Quality

Product quality is defined as a commodity's inherent ability to meet consumer expectations and solve their problems through the optimal performance of its fundamental functions (Lancaster & Massingham, 2017). This quality is a central strategic element for companies to drive purchasing decisions and satisfaction levels, where the actual assessment is determined by customers' real world experiences when comparing the product to the standards or attributes they consider important. To deliver real solutions that align with market demands, marketers must understand the various levels of a product, ranging from its primary benefits to its generic form.

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Price

Price is a crucial instrument in the marketing mix that directly determines the level of market demand, competitive position, and a company's profitability (Zeithaml, 1988). Conceptually, price is defined as the measure of value or financial cost that consumers pay to obtain a combination of benefits from a product or service. Consumers often apply the price-quality theory, in which price is assumed to be the primary indicator of a product's quality (Kotler et al., 1996). Therefore, the pricing process requires a cohesively integrated strategy that takes into account various direct factors (such as operating costs) and indirect factors (such as competitors' prices) in order to maintain competitiveness and effectively influence consumers' purchasing decisions.

Ease of Access

Accessibility and the perception of ease of use are key pillars that determine an individual's level of acceptance of a system or service. The level of practicality in interactions free from technical or bureaucratic barriers is believed to be directly proportional to increased efficiency and productivity among users (Davis, 1989). Therefore, a system interface that is intuitively designed and easy to learn will stimulate the adoption of digital services such as financial transactions that transcend the constraints of time and space because the utility value of such innovations automatically increases in the eyes of consumers when the system is not cumbersome (Zeithaml et al., 1990). Operationally, the quality of this ease of access can be evaluated through several indicators, namely the ease of reaching a physical location, the smoothness of communication with the company, the ease of obtaining information, and the flexibility of service hours.

Purchase Decisions

The purchase decision is a crucial stage in which consumers actually complete a transaction after going through a process of screening and comparative evaluation to choose the most advantageous option (Herdian, 2025). This individual process begins with the recognition of a need, which then triggers a series of consumer behaviors ranging from search, selection, use, to evaluation as a cumulative set of activities aimed at fulfilling their desires (Davis, 1989). Essentially, this purchase conversion represents the customer's affective and cognitive responses, which are influenced by central marketing elements one of which is the product itself, encompassing physical attributes,

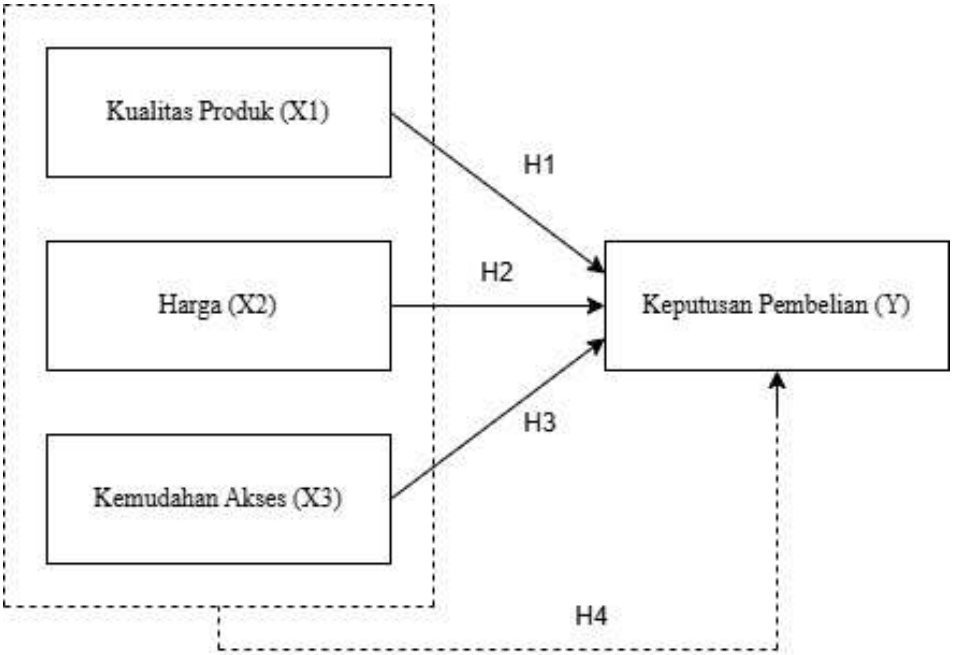
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visual aesthetics, price, and corporate credibility all of which directly impact customer preferences and decision-making.

FRAMEWORK

Table 1: Research Framework



RESEARCH METHODS

This study employs a quantitative approach using an associative research design to determine the relationship between the independent variables (product quality, price, and ease of access) and the dependent variable (purchase decision). The study was conducted in Pinrang Regency with a population of 1,320 mobile coffee buyers; the sample was determined using Cochran's formula, resulting in 100 respondents. Data were collected via a Likert-scale questionnaire (1–5), supplemented by interviews and documentation, and was then analyzed using multiple linear regression with SPSS version 26, which included validity tests, reliability tests, normality tests, partial tests (t-tests), simultaneous tests (F-tests), and coefficient of determination tests (R^2).

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RESULTS

A. Respondent profile

This study involved 100 respondents with the following characteristics: the majority were male (63%) compared to female (37%); the largest age group was 20–35 years old (41%), followed by 36–45 years old (25%), over 45 years old (20%), and under 20 years old (14%); the majority were students (42%); and the most common highest level of education was high school/vocational high school (59%), followed by associate's or bachelor's degree (41%), with no respondents having completed only elementary or junior high school.

Table 1. Respondent Characteristics

Category	Subcategory	Frequency	Percentage
Gender	Male	63	63%
	Female	37	37%
Age	<20 years	14	14%
	20-35 years	41	41%
	36-45 years	25	25%
	>45% years	20	20%
Occupation	Student	42	42%
	Employee	20	20%
	Self-Employed	10	20%
	Civil Servant	9	9%
	Business Owner	8	8%
	Military/Police	6	6%
	Homemaker	3	3%
	Farmer	2	2%
Education	High School/ Vocational School	59	59%
	Diploma/Bachelor's Degree	41	41%

Source: Data processed using SPSS 26, 2025.

B. Descriptive Statistics and Prerequisite Tests

Descriptive analysis shows that the mean scores for the product quality variable (X1) are 25.63; price (X2) 24.08; ease of access (X3) 24.68; and purchase decision (Y)

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23.46. All questionnaire items were found to be valid (calculated r > table r of 0.1966) and reliable (Cronbach's Alpha > 0.6 for all variables). The Kolmogorov-Smirnov normality test yielded a significance value of 0.156 (>0.05), indicating that the residual data are normally distributed.

Table 2. Summary of Reliability Test

Variable	Cronbach's Alpha	Notes
Product Quality (X1)	0.739	Reliable
Price (X2)	0.700	Reliable
Ease of Access (X3)	0.752	Reliable
Purchase Decision (Y)	0.786	Reliable

Source: Data processed using SPSS 26, 2025.

C. Hypothesis Test Results

The multiple linear regression equation obtained is: Y = 1.230 + 0.435X1 + 0.303X2 + 0.253X3 + ε

Table 3. Regression and t-Test Result

Variable	Coefficient (B)	t-value	Sig.	Notes
Constant	1.230	-	-	-
Product Quality (X1)	0.435	4.685	0.000	Significant (H1 Accepted)
Price (X2)	0.303	3.396	0.001	Significant (H2 Accepted)
Ease of Acces (X3)	0.253	2.919	0.004	Significant (H3 Accepted)

Source: Data processed using SPSS 26, 2025.

All three independent variables were found to have a positive and statistically significant partial effect on the purchase decision (calculated t-value > table t-value of 1.985 and p < 0.05).

Simultaneous Test (F): The calculated F value of 43.051 > the critical F value of 2.70 with a significance level of 0.000 < 0.05; therefore, product quality, price, and ease

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of access collectively (simultaneously) have a significant effect on the purchase decision (H4 accepted).

Coefficient of Determination Test (R^2): The R-squared value is 0.574 (57.4%), meaning that the three independent variables explain 57.4% of the variation in purchasing decisions, while the remaining 42.6% is influenced by other factors outside the model (e.g., promotions, service quality, or location).

Table 4. Summary of Simultaneous and Coefficient of Determination Tests

Test	Value	Criteria	Conclusion
Calculated F	43.051	> Table F 2.70	Simultaneously significant
Sig. F	0.000	< 0.05	Significant
R-squared	0.574 (57.4%)	-	The model's contribution is fairly strong

Source: Data processed using SPSS 26, 2025.

DISCUSSION

The Effect of Product Quality on Purchase Decisions for Mobile Coffee Stalls in Pinrang Regency

The results of the t-test show that product quality (X1) has a calculated t-value of 4.685 with a significance level of 0.000 (well below 0.05), so H1 is convincingly accepted product quality has a strong effect on purchase decisions.

This finding is consistent with changes in consumer patterns. Although mobile coffee vendors are typically associated with small businesses with limited facilities, consumer demands regarding quality are now on par with those for modern cafes ranging from taste, clarity, sweetness level, aroma, to the type of raw materials. In Pinrang Regency, these preferences are influenced by changing lifestyles, particularly among the 20–35 age group, which dominates the respondents and is accustomed to contemporary beverage standards. When the coffee's flavor is consistent, not too watery, has a distinctive aroma, and is served hygienically, consumers are more likely to make repeat purchases.

Consistency is key: consumers are often disappointed when the coffee's flavor fluctuates from day to day. This aligns with Kotler & Armstrong's theory that quality reflects a product's ability to meet customer needs and expectations high quality coffee creates a positive impression while fostering long-term loyalty.

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Competition also plays a role: the large number of mobile coffee vendors in Pinrang's busy areas gives consumers the freedom to switch brands if quality isn't maintained. This shows that even in the microbusiness sector, competition demands serious attention to quality. Although maintaining quality is no easy task for microbusiness owners (due to limited equipment, capital, and raw materials), consistent quality has proven to be a key investment in business sustainability, as it opens up opportunities for market expansion through word-of-mouth promotion the most effective promotional channel in the microbusiness sector.

Interestingly, the essence of "product quality" in these mobile coffee vendors can be compared to the concept of perceived usefulness in studies of digital services: coffee consumers evaluate based on taste, aroma, and cleanliness, just as app users evaluate based on features and service speed. This demonstrates that quality whether of a physical product or a digital system plays an equally important role in shaping purchase/usage decisions.

The Effect of Price on Mobile Coffee Purchase Decisions in Pinrang Regency

The price variable (X2) has a t-value of 3.396 with a significance level of 0.001, so H2 is accepted price has a significant effect on purchase decisions.

Price sensitivity is a defining characteristic of the microbusiness market. Mobile coffee consumers generally buy for their daily needs and want affordable prices; if the price is too high, they easily switch to instant coffee, bottled beverages, or other, cheaper vendors. However, price here is not understood merely as a number, but as a perception of value consumers assess whether the price paid is commensurate with the taste, portion size, service, and experience they receive.

In practice, the price of street coffee in Pinrang ranges from Rp5,000 to Rp10,000 per cup, which is still considered affordable. If the price exceeds this range, vendors need to provide added value in the form of exceptional flavor, attractive packaging, or friendlier service indicating that price is elastic, depending on the vendor's ability to deliver added value. This finding is consistent with Kotler & Armstrong's theory that price perception significantly influences purchase intent: prices that are too low risk creating a perception of poor quality, while prices that are too high reduce purchase intent therefore, pricing strategies must balance consumer purchasing power and product value.

In Pinrang Regency, price differences among sellers spread quickly through consumer conversations or local social media, particularly among college students and

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day laborers, so business owners need to be cautious when adjusting prices. This finding is also consistent with the research by Widiyawati & Siswahyudianto on the cost-benefit balance in purchasing decisions, and extends the application of the concept of perceived value from the digital sector (such as e-wallets) to the micro-culinary business sector.

The Effect of Ease of Access on Purchasing Decisions for Mobile Coffee Stalls in Pinrang Regency

Ease of access (X3) has a t-value of 2.919 with a significance level of 0.004, so H3 is accepted. Ease of access here includes: ease of finding vendors, ease of ordering, strategic locations, flexible operating hours, and ease of obtaining information via social media. In this era of high mobility, consumers are reluctant to spend time searching for products vendors who pass by during peak hours (morning/evening) and regularly station themselves at strategic locations such as campuses, office buildings, markets, or city parks have greater sales opportunities compared to vendors without fixed routes, as consumers tend to rely on habits and predictable routes.

In addition to physical access, access to information is now increasingly important many sellers use WhatsApp, Instagram, or WhatsApp status updates to announce their daily locations, helping consumers who are off the main routes to still place orders. This aligns with the view of Zeithaml, Parasuraman, and Berry that ease of access is part of service quality that influences satisfaction and purchasing decisions consumers want convenience from the moment they find a seller until they receive the product in a short amount of time.

This finding aligns with various studies on digital services (ShopeePay, GrabFood, e-money), which consistently show that ease of use has a positive impact on usage decisions and interest. Although the contexts differ physical products versus app-based services the essence of the “ease” variable remains the same: reducing the effort required by consumers to obtain products or services. For mobile coffee vendors, ease is reflected in strategic locations, consistent routes, flexible operating hours, and easy access to location information via social media, reinforcing that ease is a universal factor across both digital contexts and traditional micro-businesses.

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The Simultaneous Effect of Product Quality, Price, and Ease of Access on Purchase Decisions

The F-test shows that the calculated F-value of 43.051 far exceeds the critical F-value of 2.70, with a p-value of 0.000 well below 0.05 therefore H4 is accepted: all three variables simultaneously have a significant effect on purchase decisions.

The R-squared value of 0.574 indicates that the three variables together account for 57.4% of the variance in purchasing decisions more than half of the total variability. The remaining 42.6% is explained by other factors outside the model, including:

1. service quality (seller friendliness)
2. simple promotions (discounts, free toppings)
3. speed of service
4. attractive location/spot
5. cleanliness of equipment and cart
6. the seller's brand or unique characteristics
7. coffee consumption trends on social media

These simultaneous results confirm that purchase decisions are not determined by a single factor, but rather by a combination of several interrelated aspects for example, an affordable price alone is not enough if the quality is low, or good quality alone is not enough if the seller is hard to find. This aligns with Kotler & Keller's (2009) marketing mix theory product, price, place/access, and promotion which asserts that consumers make decisions based on a combination of various marketing elements perceived simultaneously, rather than on a single element.

Consequently, the most effective marketing strategy for mobile coffee vendors is a holistic approach that addresses all three aspects simultaneously, rather than emphasizing just one because if one element weakens, the vendor's appeal in the eyes of consumers also diminishes. This finding is also consistent with Umah's research, which shows that marketing variables and consumer perceptions simultaneously influence usage decisions and interest, confirming that consumer behavior is multidimensional whether in the context of digital products or traditional mobile coffee consumption.

CONCLUSION

This study found that product quality, price, and ease of access all have a positive and significant partial effect on purchase decisions among mobile coffee vendor customers in Pinrang Regency (n = 100), with product quality showing the strongest

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influence (t = 4.685; sig. = 0.000), followed by price (t = 3.396; sig. = 0.001) and ease of access (t = 2.919; sig. = 0.004). Simultaneously, the three variables significantly affect purchase decisions (F = 43.051; sig. = 0.000) and jointly explain 57.4% of the variance in purchasing behavior (R^2 = 0.574), while the remaining 42.6% is attributable to factors outside the model, such as service friendliness, promotions, and brand distinctiveness. These results confirm that even in an informal, small-scale business like mobile coffee vending, purchase decisions are shaped not by a single dominant factor but by the interplay of quality, price, and accessibility consistent with Kotler & Keller's marketing mix framework.

These findings offer both theoretical and practical value. Theoretically, the study extends established marketing constructs often applied to digital services or formal retail into the context of informal micro-enterprises, showing that concepts like perceived usefulness and perceived value remain relevant in traditional, mobile based businesses. Practically, the results suggest that mobile coffee vendors in Pinrang Regency should adopt a holistic marketing strategy that simultaneously maintains product quality, sets fair and competitive prices, and ensures consistent, accessible service, rather than relying on any single factor alone, in order to sustain customer loyalty and remain competitive.

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