

Consumer Choices: The Influence of Price, Service, and Promotion on Coffee Purchases in Jakarta

Pilihan Konsumen: Pengaruh Harga, Kualitas Pelayanan, dan Promosi Terhadap Keputusan Pembelian Kopi di Jakarta

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Abstract - The objective of this study was to examine the influence of price, service quality, and promotional efforts on consumer purchasing decisions in Jakarta. The research is grounded in theoretical frameworks that address the relationships between price, service quality, promotion, and purchase decision-making. Primary data served as the basis for this investigation, with the sample selected through purposive sampling techniques. The study's novelty lies in its focus on the local coffee industry and the application of Smart-PLS software version 4.1.0.9 for data analysis, in contrast to previous research that employed SPSS. Data were gathered via Google Forms from 100 customers of Kopi Sulfan in Central Jakarta. The analysis involved the use of external model evaluation, internal model assessment, and hypothesis testing. The results revealed that price does not significantly affect purchasing decisions, whereas both service quality and promotion exert a positive influence. From a managerial perspective, the findings suggest that business owners should maintain competitive pricing while enhancing service quality and product standards. These improvements are expected to increase the appeal of the business and positively influence consumer purchase decisions.

Keywords: Price, Promotion, Purchasing Decisions, Service Quality.

Abstrak - Tujuan penelitian ini yaitu guna menguji apakah terdapat pengaruh harga, kualitas pelayanan, dan promosi terhadap keputusan pembelian di Jakarta. Penelitian berlandaskan teori yang mendukung mengenai harga, kualitas pelayanan, dan promosi terhadap keputusan pembelian. Penelitian ini memanfaatkan data primer, sedangkan sampel diambil dengan metode purposive sampling. Novelty pada penelitian ini berfokus pada sektor usaha kopi lokal dan memanfaatkan perangkat lunak smart-PLS versi 4.1.0.9, sedangkan penelitian sebelumnya menggunakan SPSS. Data dikumpulkan melalui google forms dari pembeli Kopi Sulfan di Jakarta Pusat dengan total 100 responden. Teknik analisis data dilakukan dengan menggunakan model luar, model dalam, dan pengujian hipotesis. Temuan dari pengujian hipotesis membuktikan yakni harga tidak memiliki pengaruh terhadap keputusan pembelian, kualitas pelayanan berpengaruh positif terhadap keputusan pembelian, dan promosi berpengaruh positif terhadap keputusan pembelian. Implikasi dari penelitian ini bagi pemilik usaha perlu mempertahankan harga yang terjangkau bersamaan dengan meningkatkan kualitas dan mutu produknya. Dengan memperbaiki kondisi tersebut diharapkan mampu meningkatkan daya tarik dan mendorong terjadinya pembelian.

Kata Kunci: Harga, Keputusan Pembelian, Kualitas Pelayanan, Promosi.

INTRODUCTION

In today's modern era, the food and beverage industry is an industrial sector that is growing so fast and is in great demand by entrepreneurs in Indonesia. The development of this industry is inseparable from the rapid advancement of information technology. This growth is marked by the increasing number of food and beverage businesses emerging. Many new culinary trends have emerged over time, which requires entrepreneurs to create new ideas and innovations to capture the attention of consumers. Work from café (WFC) is one of the popular phenomena among office workers that encourages more and more cafes to emerge. A café is not just a place to enjoy coffee, drinks, or other food. Currently, cafes are an ideal multifunctional place for students and students to do assignments, or just a comfortable gathering place with family or friends. The existence of cafes has been mushrooming and can be easily found in DKI Jakarta.

In Central Jakarta, cafes are quite popular and visited by consumers from various circles, one of which is Kopi Sulfan. Competition in this industry is getting tighter and of course, unavoidable. More and more cafes or coffee shops are emerging by offering similar concepts and products. This increasingly fierce competition can be combated by continuing to innovate and diversify (Riswanto et al., 2023). Therefore, as an entrepreneur, business people or producers must be able to compete and are always required to be able to keep up with changes in trends that are popular in the market.

Before making a purchase, of course, consumers will have prior consideration regarding a product or brand that will be purchased. Kotler and Armstrong (2017:177) in Haque, (2020) state that consumer decisions in buying a product are one aspect of consumer behavior. Consumer behavior itself refers to the study of the way individuals, groups, or organizations make choices, make purchases, and utilize and evaluate products, services, ideas, or experiences to meet their needs and desires. In the study, there are 3 main factors that can affect consumer purchase decisions, including price, service quality, and promotion.

Table 1. Sales Data of Kopi Sulfan, Central Jakarta for 2022-2024

| 2022 | | 2023 | | 2024 | |
|-----------|------------------|-----------|------------------|-----------|------------------|
| Month | Total Sales | Month | Total Sales | Month | Total Sales |
| January | Rp 273.930.000 | January | Rp 221.550.000 | January | Rp 178.320.000 |
| February | Rp 354.210.000 | February | Rp 270.570.000 | February | Rp 275.070.000 |
| March | Rp 350.790.000 | March | Rp 297.150.000 | March | Rp 248.280.000 |
| April | Rp 197.790.000 | April | Rp 182.370.000 | April | Rp 160.260.000 |
| May | Rp 189.240.000 | May | Rp 180.780.000 | May | Rp 168.840.000 |
| June | Rp 292.890.000 | June | Rp 263.220.000 | June | Rp 254.760.000 |
| July | Rp 288.780.000 | July | Rp 270.360.000 | July | Rp 248.550.000 |
| August | Rp 409.980.000 | August | Rp 412.410.000 | August | Rp 414.120.000 |
| September | Rp 396.450.000 | September | Rp 376.440.000 | September | Rp 356.070.000 |
| October | Rp 410.850.000 | October | Rp 410.550.000 | October | Rp 418.530.000 |
| November | Rp 437.190.000 | November | Rp 452.100.000 | November | Rp 452.100.000 |
| December | Rp 412.260.000 | December | Rp 410.220.000 | December | Rp 402.420.000 |
| Total | Rp 4.014.360.000 | Total | Rp 3.747.720.000 | Total | Rp 3.577.320.000 |

Source: Data processed by the author, 2024.

Based on the data that has been described, over the last 3 years Kopi Sulfan has decreased in terms of product sales. This shows that Kopi Sulfan is still not completely superior when compared to competitors, so this makes the public or consumers doubt and affects purchase decisions. The problem faced in this study is increasingly fierce competition, many competitors have emerged with similar concepts and products. The price of the products offered is a major consideration for consumers in the purchase decision, especially in the current challenging economic situation. The price of the product offered to consumers can be one of the attractions to attract consumer attention. Kopi Sulfan offers a fairly affordable price for all people. The prices offered are in accordance with the quality of the products presented.

According to previous research conducted by Nurfitri Oktaviani & Sumaryanto, (2024) which shows that price has a significant effect on purchase decisions. however, contrary to research Fadillah, (2023) which shows that price has a significant effect on purchase decisions. Although the prices offered by Kopi Sulfan are affordable, they still face fierce competition from competing cafes who may offer lower prices to attract consumers. The quality of service also has the potential to influence the purchase decision. In today's digital era, consumers will be more serious in assessing the quality of services received. Service quality is not a big issue in consumer choice because Kopi Sulfan always ensures that the quality of service they provide focuses on fulfilling the expectations, desires and needs of consumers so that the products they offer can be superior compared to competitor products. However, at a time when conditions are crowded, many consumers complain that their orders do not come, which makes consumers wait quite a long time. According to research Nuraini & Novitaningtyas, (2022) shows that service quality has a positive impact on purchase decisions. However, in contrast to the findings Cynthia et al., (2022) show that the quality of service does not have a significant impact on purchasing decisions.

Meanwhile, purchasing decisions are also greatly influenced by promotions. Promotions are not only aimed at providing information about a product to consumers, but can also attract the attention of

consumers. With promotions that are actively carried out, consumers will later be interested in buying a product. If you look at Kopi Sulfan's Instagram social media account, the promotions they are doing are still not very active. Findings from Dilasari et al. (2022) show that promotions have a positive and significant effect on purchasing decisions. However, in contrast to research conducted by Maky et al. (2024) shows that promotions do not have a significant influence on purchasing decisions.

The problem in this study is formulated in the form of questions, namely, whether price affects the purchase decision of Kopi Sulfan Central Jakarta, whether the quality of the packaging affects the purchase decision of Kopi Sulfan Central Jakarta, and whether promotion affects the purchase decision of Kopi Sulfan Central Jakarta. The purpose of this study is, to predict and analyze the influence of price on purchase decisions in Kopi Sulfan Central Jakarta, to predict and analyze the influence of service quality on purchase decisions in Kopi Sulfan Central Jakarta, to predict and analyze the influence of promotion on purchase decisions in Kopi Sulfan Central Jakarta. Novelty in this study uses a quantitative analysis method by focusing on the local coffee business sector and utilizing smart-PLS software version 4.1.0.9, while the previous study used SPSS. Samples were taken using the purposive sampling method, which is a way to obtain samples by selecting samples from the population according to the criteria desired by the researcher.

LITERATURE REVIEW

Marketing Management

Referring to the AMA (American Marketing Association), marketing management refers to the process of planning, controlling, as well as implementing overall marketing operations. in which there is the development of marketing activities, marketing guidelines, marketing objectives, and strategies of marketing. According to Indrajaya, (2024) marketing management is a series of activities that include the implementation, planning, evaluation, and supervision related to the process of introducing a service or product to the public so that the service or product can be recognized.

Theory of Planned Behavior

Theory of planned behaviour (TPB) is a theory of development of the theory of reasoned action (TRA) developed by (Ajzen, 1991). This theory is the most commonly used theory to understand and estimate an individual's actions when making decisions. Theory of planned behavior (TPB) is a theory applied to study a person's behavior, perception, and control of actions that are perceived to affect a person's intentions (Yacob et al., 2024).

Purchase Decision

According to Tjiptono in Nursiti et al., (2025) A purchasing decision is a process by which consumers recognize a problem, seek information about a particular product or brand, and evaluate each alternative appropriately to solve their problem, which then leads to a purchase decision. In Arfah, (2022) purchase decisions are a stage in the purchase decision process before the occurrence of post-purchase behavior. According to Kotler and Keller (2016), in Aprilia & Tukidi, (2021) there are 5 dimensions in purchasing decisions, namely: (1) problem recognition, which has 3 indicators: fulfillment of consumer needs, product attractiveness, and fulfillment of consumer desires. (2) Search for information has 3 indicators: commercial influence of social media, getting to know the product before deciding to buy, and getting recommendations from others. (3) Alternative evaluation has 3 indicators: product alternatives, confidence in the product, and buyer response. (4) Purchase decision has 2 indicators: product selection and conformity with consumer desires. (5) payment method has 3 indicators: cash, debit/credit card, and online/QRIS.

Price

Price is the amount of money that needs to be spent to get something that matches its value. According to Kotler & Armstrong in Nata & Lestari, (2024) it is explained that price is the amount of money that must be paid to obtain a service or product, or price can also be defined as the total value sacrificed by consumers in order to gain profit from owning or using the product or service. Wibowo & Gunawan, (2022) mentioned that price is the only component of the marketing mix that can generate revenue for the company. Tjiptono (2016) in Lystia et al., (2022) stated that there are several dimensions in price, including: (1) price affordability, having indicators: the price offered is still affordable, and the price offered is a competitive price, (2) price suitability to product quality, has indicators: the price determined is in line with the quality of the product given, (3) price

competitiveness, has indicators: the price set is in accordance with what has been informed, (4) price suitability with benefits, has an indicator: price is in accordance with the benefits of the product to be obtained.

Quality of Service

Service quality is a main assessment assessed by consumers. The quality of service is seen from how the service that consumers get is in line with what is needed and expected. According to Idrus, (2021) service quality is a form of consumer assessment of the services they receive (perceived services) and the services they expect (expected services). Parasuraman, Zelthami & Berry in Imanuel & Tanoto, (2019) there are several dimensions of service quality, including: (1) tangible or tangible, having 3 indicators: appearance of physical facilities, equipment used, and appearance of employees, (2) reliability or reliability, has 3 indicators: providing services by what is promised, trustworthy in handling consumers, and providing services accurately and appropriately according to the wishes of consumers, (3) responsiveness, having 2 indicators: readiness to provide all consumer needs, and providing services quickly, appropriately and accurately, (4) certainty or assurance, has 3 indicators: employees have in-depth knowledge, employees are always friendly and polite to consumers, and employees can build and maintain trust and convince consumers with a professional way of working, (5) empathy, have 3 indicators: employees pay special attention to each consumer, employees provide the needs desired by every consumer, employees provide the best service for each consumer.

Promotion

Promotion serves as a way to connect sellers and buyers, as well as a tool that can influence consumer behavior to buy products. Referring to Tjiptono in Marlius & Jovanka, (2023) promotion is an element in the marketing mix that is used to inform, attract, and remind consumers about a company's brand or product. According to Swastha in Renaningtyas et al., (2022) there are several indicators of promotion, including: (1) providing information, having indicators: the company conducts promotional activities through the mass media, and the quality of message delivery in promotions is clear, (2) persuasive/influential, has indicators: convincing potential consumers about the product, and establishing direct communication with consumers, (3) creating an image, have indicators: the required products are always available, and the importance of transaction security, (4) tools to achieve goals.

Framework

Based on a literature review on the influence of price, service quality, and promotion on purchase decisions. The following is the framework of thought that was created:

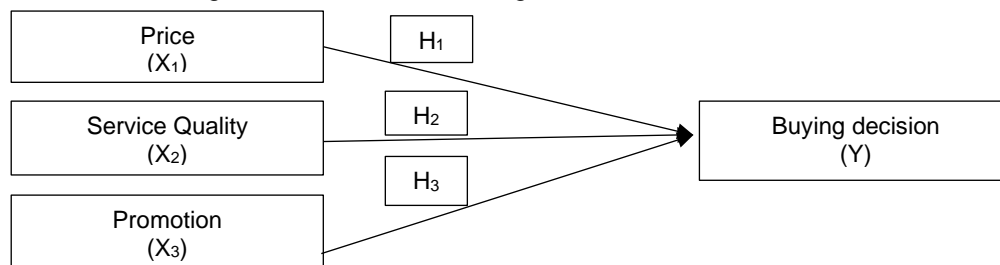


Figure 1. Framework of Thought

Price on Purchase Decision

Price is the main consideration for consumers in purchasing a product or service. If the price offered by the company is too high for a product or service, it will be a consideration for consumers in making a purchase decision. However, if the price offered is in accordance with the consumer's purchasing power, then it will make consumers confident in deciding to buy a product or service. Based on research conducted Nursiti & Syafarudin, (2023) shows that price has a positive and significant influence on purchase decisions. however, different results in the study Swesti Mahardini et al., (2023) show that price has no positive and insignificant effect on purchase decisions.

Quality of Service to Purchase Decisions

Idrus, (2021) service quality is a form of consumer assessment of the services they receive or perceived services and services they expect or expected services. Therefore, the quality of service provided to consumers must meet consumer expectations so that it can improve purchase decisions. Based on research conducted Saqdiyah & Patrikha, (2023) shows that service quality has a positive and significant influence on purchase decisions. However, these results are in contrast to research Cynthia

et al., (2022) which shows that service quality does not have a positive and insignificant effect on purchase decisions.

Promotion of Purchase Decisions

According to Madura in Gultom et al., (2022) promotion is an effort to inform product or brand details. Promotions function as a communication tool between sellers and consumers, besides that it also functions as a tool to influence consumers in making a purchase. As the results of previous research conducted Nursiti & Syafarudin, (2023) show that promotion has a positive and significant influence on purchase decisions. This is in line with research conducted by Sintia & Riyanto, (2023) which shows that promotion has a positive and significant influence on purchase decisions. However, these results are contrary to research Hidayat, (2021) which shows that promotion has no positive and insignificant effect on purchase decisions.

Research Hypothesis

A hypothesis is a temporary answer to a problem that has not been proven to be true or is still presumptuous so it needs to be verified for truth. In other words, a hypothesis is a statement that serves as a basis for testing the validity of the research conducted. Based on the framework of thought that has been put forward previously, the hypothesis proposed in this study is:

H₁: It is suspected that the price has an impact on the decision to buy Kopi Sulfan Central Jakarta

H₂: It is suspected that the quality of service has an impact on the decision to buy Kopi Sulfan Central Jakarta.

H₃: It is suspected that the promotion has an impact on the decision to buy Kopi Sulfan Central Jakarta.

RESEARCH METHOD

The research method is a scientific method applied to collect, analyze, and interpret data in a way that is suitable for certain uses and purposes (Sugiyono, 2020). According to Sugiyono in Ludianah et al., (2022) a variable is an attribute or value trait of an object or activity that has variations that the researcher sets to analyze and then draws conclusions. A research variable is a concept or trait that can be measured and has variations. Variables are used to measure the phenomenon being studied, which can be in the form of numbers, categories, or attributes (Sugiyono, 2020). Several elements influence a purchase decision; This study examines the relationship between price, service quality, and promotion.

Sample

Suriani et al., (2023) a sample is part of the population, which is obtained using a certain method. According to (Syahza, 2021) the sample is a reflection of the population's behavior. This study applies the non-probability sampling technique. Asrulla et al., (2023) explained that non-probability sampling is a sampling method in which not all members of a population have the same opportunity to be selected as samples, then the approach to determine the number of samples is through purposive sampling techniques. The following criteria to be a sample in this study are: 1) at least 17 years old, and 2) have made a purchase of Kopi Sulfan at least once. The number of samples in this study was determined using the Slovin formula. According to Husen, (2023) Slovin's calculation method is often used in determining sample sizes that accurately represent the population. The use of this formula does not require the help of a distribution table, thus facilitating the process of estimating the number of samples in the study. The following is the calculation of the number of samples using the Slovin formula:

$$n = \frac{N}{1 + N \cdot e^2}$$

$$\begin{aligned} n &= \frac{45.000}{1 + 45.000(0,1)^2} \\ n &= \frac{45.000}{1 + 450} \\ n &= \frac{45.000}{451} \end{aligned}$$

Description:

N = Sample size

N = Population size

E = Margin of error (10%)

It can be concluded that the sample taken consists of 100 respondents.

Table 2. Operasional Variables

| Operational Variables | Dimensions | Indicators | Scales |
|---|----------------------------------|--|--------|
| Purchase Decision (Y). According to Kotler and Keller (2016) in (Aprilia & Tukidi, 2021). | Problem Introduction | Fulfillment of consumer needs | Likert |
| | | Product attractiveness | Likert |
| | | Fulfillment of consumer desires | Likert |
| | Information Search | The commercial impact of social media | Likert |
| | | Get to know the product before deciding to purchase | Likert |
| | | Get recommendations from other people | Likert |
| | Evaluation of Alternatives | Product alternatives | Likert |
| | | Confidence in the product | Likert |
| | | Buyer response | Likert |
| | Buying decision | Product selection | Likert |
| | | Conformity to consumer desires | Likert |
| Price (X ₁). According to Tjiptono (2016) in (Lystia et al., 2022). | Price Affordability | The prices offered are still affordable | Likert |
| | | The price offered is a competitive price | Likert |
| | Price match with product quality | The price is set in accordance with the quality of the product provided | Likert |
| | Price competitiveness | The price is set in accordance with the product benefits to be obtained | Likert |
| | Matching price with benefits | The price is set in accordance with the product benefits to be obtained | Likert |
| Service Quality (X ₂). According to Parasuraman, Zelthami & Berry in (Imanuel & Tanoto, 2019). | Tangible or Tangibles | Appearance of physical facilities | Likert |
| | | Equipment used | Likert |
| | | Employee appearance | Likert |
| | Reliability or reliability | Provide service as promised | Likert |
| | | Reliable in handling consumers | Likert |
| | | Providing services accurately and precisely according to what consumers want | Likert |
| | Responsiveness or responsiveness | Readiness to provide whatever customers need | Likert |
| | | Provide services quickly and precisely | Likert |
| | Certainty or assurance | Employees have extensive knowledge | Likert |
| | | Employees have a consistently polite attitude towards consumers | Likert |
| | | Employees can maintain trust and convince consumers with professional work | Likert |
| | Empathy or empathy | Providing what every consumer needs | Likert |
| | | Providing the best service for consumers | Likert |
| Promotion (X ₃). According to Swastha in (Renaningtyas et al., 2022). | Provide information | The company carries out promotional activities through mass media | Likert |
| | | The quality of delivering messages in promotions is clear | Likert |
| | Persuade/influence | Convince potential consumers about the product | Likert |
| | | Establish direct communication with consumers | Likert |
| | Creating an image | The required products are always available | Likert |

Sources: Data processes.

Types of Research

Quantitative methods were applied in this study, and primary data was the main data source. Data collection in this study was carried out through a survey method using questionnaires or questionnaires and then the data was processed using structural equation modeling (SEM) tools and smart-PLS V.4.1.0.9 software.

Populasi

According to Sugiyono's opinion in Suriani et al., (2023) a population is defined as an entire area or group that is the generalization scope of a study, consisting of elements that have certain characteristics according to the criteria determined by the researcher. In the context of this study, what is meant by population is all individuals who have made purchase transactions at Kopi Sulfan outlets located in Central Jakarta.

FINDINGS AND DISCUSSION

Finding

The findings of this study were obtained from consumers of Kopi Sulfan Central Jakarta. Kopi Sulfan is a café in Central Jakarta that not only provides processed coffee, but also provides a variety of food and drinks. Kopi Sulfan is located in Central Jakarta City.

Validity and Reliability Tests

Convergent Validity Test

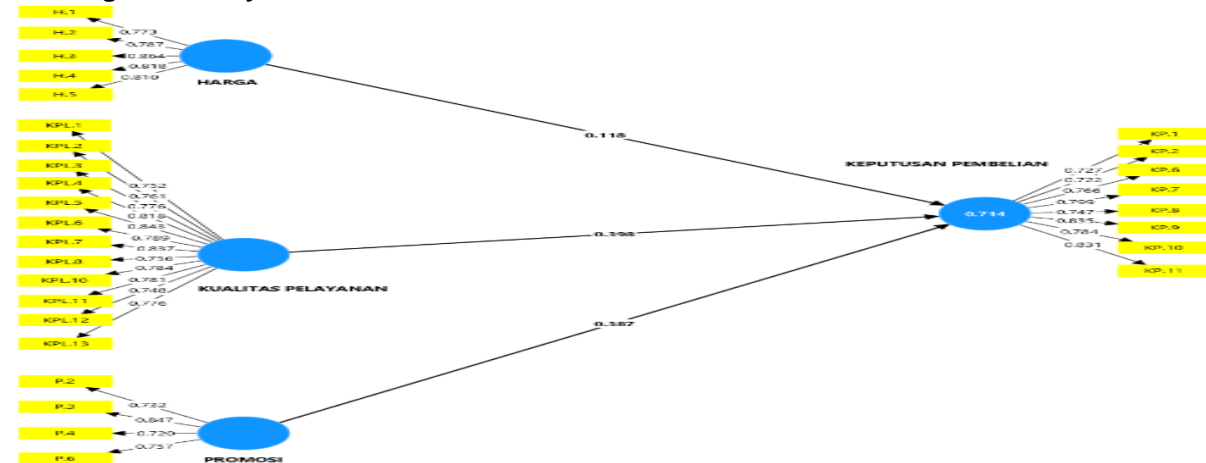


Figure 2. Loading Factor after elimination

According to Harahap, (2020) after checking the validity of each statement, if there is a statement from an invalid indicator, then the statement can be deleted or removed from the questionnaire for later retesting. The bootstrapping results above, show that the quality of service has the highest influence on purchase decisions, with a value of 0.398, compared to a price of 0.118 and a promotion of 0.387.

Table 3. Results of the loading factor of the research variable

| Construct | Dimensions | Outer Loading | Information |
|-----------------------------------|----------------------------------|---------------|-------------|
| Purchase decision (Y) | Problem Introduction | 0.727 | Valid |
| | | 0.722 | Valid |
| | Information Search | 0.766 | Valid |
| | | 0.799 | Valid |
| | Evaluation of Alternatives | 0.747 | Valid |
| | | 0.835 | Valid |
| Price (X ₁) | Buying decision | 0.784 | Valid |
| | | 0.831 | Valid |
| | Affordability | 0.773 | Valid |
| | | 0.787 | Valid |
| | Price match with product quality | 0.864 | Valid |
| | Price competitiveness | 0.818 | Valid |
| Service quality (X ₂) | Matching price with benefits | 0.810 | Valid |
| | | 0.752 | Valid |
| | | 0.761 | Valid |
| | Tangible or tangible | 0.776 | Valid |
| | | 0.818 | Valid |
| | | 0.843 | Valid |
| | Reliability or reliability | 0.789 | Valid |
| | | 0.837 | Valid |
| | | 0.756 | Valid |
| | Certainty or assurance | 0.784 | Valid |
| Promotion (X ₃) | Empathy or empathy | 0.781 | Valid |
| | | 0.748 | Valid |
| | Provide information | 0.776 | Valid |
| | | 0.732 | Valid |
| | Persuade/influence | 0.720 | Valid |
| | | 0.757 | Valid |
| | Creating Images | 0.720 | Valid |
| | | 0.757 | Valid |

Source: Data processed with smart-PLS 4.1.0.9, 2025.

Based on the final results using the loading factor validity test, it shows that all statements are valid because they are above the value of 0.70 for each dimension.

Table 4. Convergent Validity Test (AVE)

| Variable | Average Variance Extracted (AVE) | Information |
|-----------------|----------------------------------|-------------|
| Buying decision | 0.605 | Valid |
| Price | 0.658 | Valid |
| Service Quality | 0.617 | Valid |
| Promotion | 0.586 | Valid |

Source: Data processed with smart-PLS 4.1.0.9, 2025.

All AVE values each show a value above 0.5, meaning that each construct in the model has a well-convergent validity.

Reliability Test

Table 5. Reliability Test

| Variable | Cronbach's Alpha | Composite Reliability | Information |
|-----------------|------------------|-----------------------|-------------|
| Buying decision | 0.906 | 0.924 | Reliable |
| Price | 0.870 | 0.906 | Reliable |
| Service Quality | 0.944 | 0.951 | Reliable |
| Promotion | 0.765 | 0.850 | Reliable |

Source: Data processed with smart-PLS 4.1.0.9, 2025.

Referring to the table, it can be concluded that each variable in this study is reliable because the composite reliability value and Cronbach's alpha exceed 0.7.

Structural Test or Inner Model

R-Square

R-Square (R^2) shows the combined effect of independent variables in predicting dependent variables. The R-square values of 0.75, 0.50, and 0.25 can be concluded that the model is strong, medium, and weak.

Table 6. Evaluation of the R-Square Model (R^2)

| | R-Square | Adjusted R-Square |
|-----------------|----------|-------------------|
| Buying decision | 0.714 | 0.705 |

Source: Data processed with smartPLS 4.1.0.9, 2025.

Referring to the table, it shows an R-square value (R^2) of 0.714 which shows that 71.4% of the changes in endogenous constructs that can be affected by exogenous constructs in this model, the adjusted R-square value (adjusted R^2) is 0.705 which adjusts to the R^2 value by considering the number of exogenous constructs. Adjusted R^2 shows that after adjustment, about 70.5% of the changes in the endogenous construct are still affected by the exogenous construct. A small decrease from R^2 to Adjusted R^2 of only about 0.009 or 9% suggests that the addition of exogenous constructs is not excessive and that each exogenous construct makes a significant contribution.

F-Square

The F-square test shows whether all the independent variables in the model have a co-effect on the dependent variables. The value of F-square or large at the structural level is as follows: If $F^2 = 0.02$ the small effect of the exogenous variable against the endogenous variable, If $F^2 = 0.15$ the small effect of the exogenous variable against the endogenous variable, If $F^2 = 0.35$ the small effect of the exogenous variable against the endogenous variable.

Table 7. Evaluation of the F-Square Model

| | F-Square |
|------------------------------------|----------|
| Price -> buying decision | 0.019 |
| Service quality -> buying decision | 0.156 |
| Promotion -> buying decision | 0.153 |

Source: Data processed with smart-PLS 4.1.0.9, 2025.

Referring to the table, it shows that the F-square value of the price variable (X_1) is $0.019 < 0.15$, which means that it has a small influence on the purchase decision (Y). Furthermore, the quality of service (X_2) is $0.156 > 0.15$, which means that it has a moderate impact on the purchase decision variable (Y).

and the most important, the promotion variable (X_3) is $0.153 > 0.15$, which means that it has a moderate impact on the purchase decision (Y).

Hypothesis Test

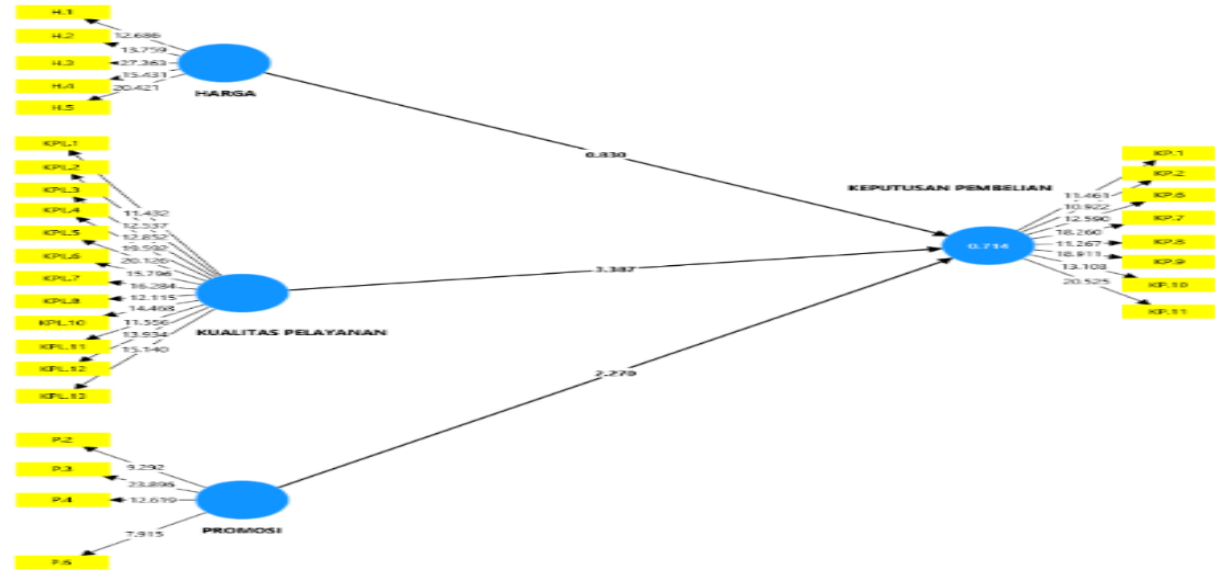


Figure 3. Inner Model Bootstrapping Results Framework

Based on the image above, it can be concluded that overall the results for each variable have a positive bootstrapping value. The highest bootstrapping value is the price (H.3) with an indicator value of 27,363 against the purchase decision (Y). Meanwhile, the lowest value is promotion (P.6) with an indicator value of 7,915 for purchase decisions (Y).

Path Coefficients

Table 8. Path Coefficients

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P values |
|----------|---------------------|-----------------|----------------------------|--------------------------|----------|
| H -> KP | 0.118 | 0.120 | 0.143 | 0.830 | 0.407 |
| KPL-> KP | 0.398 | 0.427 | 0.118 | 3.387 | 0.001 |
| P-> KP | 0.387 | 0.361 | 0.171 | 2.270 | 0.023 |

Source: Data processed with smart-PLS 4.1.0.9, 2025.

Referring to these data, it can be concluded that each variable is in line with the hypothesis, including: 1) price impact (X_1) on purchase decision (Y) has a T-statistic $< T$ -table with a value of 0.830 below 1.96 and a P-value of 0.407 exceeding 0.05. This shows that the price has no impact and is not significant to the purchase decision. 2) The impact of service quality (X_2) on purchase decisions (Y) has a T-statistic $> T$ -table with a value of $3.387 > 1.96$ and a P-value of $0.001 < 0.05$. This shows that the quality of service has a significant impact on the purchase decision. 3) The impact of the promotion (X_3) on the Purchase Decision (Y) has a T-Statistic $> T$ -Table with a value of $2.270 > 1.96$ and a P-Value of $0.023 < 0.05$. This shows that the promotion has an effect and is significant on the purchase decision.

Discussion

The Influence of Price on Purchase Decisions

Referring to the results of the analysis, it shows that the price has no effect and is not significant to the purchase decision on Kopi Sulfan. The value of the T-statistic is 0.830 which means below the T-table of 1.96, and the P-value is 0.407, which means it exceeds the significance value of 0.05. Therefore hypothesis 1 is rejected. The H.3 indicator "price set according to the quality of the product provided" indicates that consumers tend to consider the quality of the product and the benefits they will derive more than paying attention to the price factor. Thus, even though the price offered by Kopi Sulfan is already affordable, the impact on purchase decisions is still not significant. This research is in line with previous research, including: Swesti Mahardini et al., (2023), Ernawati et al., (2021) and Saqdiyah & Patrikha, (2023) which shows that price has no effect and is not significant on purchase decisions.

However, this is different from research conducted by Nursiti & Syafarudin, (2023), which found that price has a positive and significant influence on purchase decisions.

The Effect of Service Quality on Purchase Decisions

Referring to the results of the analysis, it shows that service quality has an effect and is significant to the purchase decision on Kopi Sulfan. The value of the T-statistic is 3.387, meaning it exceeds the T-table, which is 1.96, and the P-value is 0.001, meaning it is below the significance value of 0.05. Therefore, hypothesis 2 is accepted. This is because Kopi Sulfan has good service quality, especially in the KPL indicator. 5 "Kopi Sulfan employees can provide reliable service". This is because consumers consider that Kopi Sulfan employees are capable and experienced in providing services that meet consumer expectations. The results of this study are in line with previous research, including: Saqdiyah & Patrikha, (2023), Mahesti et al., (2024) and Haqiqi et al., (2023) which shows that service quality has an effect and is significant on purchase decisions. However, this is different from the research conducted by Cynthia et al., (2022) which found that service quality has no effect and is not significant on purchase decisions.

The Influence of Promotions on Purchase Decisions

Based on the analysis it shows that promotion has a significant impact on the purchase decision on Kopi Sulfan. The value of the T-statistic is 2.270, which means it exceeds the T-table of 1.96, and the P-value is 0.023, which means it exceeds the significance value of 0.05. Therefore, hypothesis 3 is accepted. Analysis of the performance of Kopi Sulfan shows that effective promotions can have a significant impact on purchasing decisions. This is because Kopi Sulfan has done a good promotion, especially in the P.3 indicator "the menu offered makes consumers confident to buy products," which is one of the dominant factors in influencing purchase decisions. Uniquely crafted promotions will be able to attract consumer interest and increase sales of Kopi Sulfan. This research is in line with: Nursiti & Syafarudin, (2023), Sintia & Riyanto, (2023), and (Wiramawan & Triwardhani, 2023). However, in contrast to research Maky et al., (2024) which shows that promotions do not have a significant influence on purchasing decisions.

CONCLUSION

Based on the results of previous research, it was concluded that price has no effect and is not significant on purchase decisions, which is in line with research by Swesti Mahardini et al., (2023), Ernawati et al., (2021) and (Saqdiyah & Patrikha, 2023). The quality of service has an influence and significance on purchasing decisions, which is in line with research by Saqdiyah & Patrikha, (2023), Mahesti et al., (2024) and Haqiqi et al., (2023) promotions are influential and significant in purchasing decisions, which is in line with research by Nursiti & Syafarudin, (2023), Sintia & Riyanto, (2023) and (Wiramawan & Triwardhani, 2023). This implies that business owners need to maintain affordable prices while improving the quality and quality of their products. By improving these conditions, it is hoped that it will be able to increase attractiveness and encourage purchases, although price is not the main factor in purchasing decisions. Researchers are then advised to be able to explore other variables such as product quality, brand image, location or other independent variables. In addition, the next researcher is also expected to add more respondents and multiply similar objects to be able to add in-depth insights and information so that the results of the research can be more satisfactory.

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