Influence of Price and Quality Product Regarding Purchasing Decisions on Nako Wisata Coffee Cibubur

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Abstract

Study This aim For know , and analyze How influence in a way Partial price to decision purchase consumers (Case study of Caffe Kopi Nako Kota Wisata Cibubur). For know and analyze How influence in a way Partial quality product to decision purchase consumers (Case study of Caffe Kopi Nako Kota Wisata Cibubur), for know and analyze in a way simultaneous between variable price and quality product to decision purchase consumers (Case study of Caffe Kopi Nako Kota Wisata Cibubur). Research methods used in study This that is use method quantitative. As for population from study This is ever consumer visit to Caffe Kopi Nako Kota Wisata Cibubur. With a sample of 100 respondents range aged 15 to 25 years chosen use technique taking *random* sampling using *stratified random sampling* is sampling method set group from level certain.analyzed with tools help spss 25.0. Analysis techniques used in study here that is use analysis multiple linear regression with hypothesis testing in a way partial and simultaneous.Based on results analysis pointed out that there is influence price to decision purchase consumers of Nako coffee , there are influence quality product to decision purchase consumers on Nako coffee. By together price and quality product own influence in a way simultaneous to decision Purchases at Nako Coffee.

Keywords : Price, Quality Products , Decisions Purchase

INTRODUCTION

Development Coffee time is one of them a drink that is very popular among people Indonesian people from age young until elderly . According to data from International Coffee Organization (ICO), about 170 million people will consume coffee in 2023 , which is 67% of Indonesian population . Therefore that , appeared business new , esp business in the field culinary , esp coffee business , that is coffee business or coffee shop.

Cafe business or Coffee shops are one of them moderate business interested by many perpetrator this business marked by emergence coffee shops all over cities big especially in Bogor. This matter cause owner coffee shop trying want to win competition Because many competitors have emerged. By Because That's it, businessman coffee shop sued For become innovative when create products that can become characteristic typical so that can endure in competition For do it operational, developing, and can compete so company must capable guard level satisfaction consumer.so consumer interested For buy one of them by upgrading quality products being marketed, and always maintain price products sold .

Caffe Kopi Nako is A cafe located in Cibubur Bogor Regency to be precise on Jalan Raya Wisata Kota Wisata City Cibubur Blok D1 no.11. Mountain Putri, founded in 2018 by Kanmagroup. Caffe Coffee Nako is part from Roadside stall Nako, a roadside stall rice and concept coffee *urban* and *sustainable.* Will but there is existing problems at Caffe Kopi Nako Kota Wisata Cibubur that is price offered relatively tall from Caffe Nako coffee products in Kota Wisata Cibubur become obstacle for part consumers , Like Example: Nako Iced Coffee for IDR 23,000 and Nako Duren Iced Coffee for IDR 29,000. besides price offered Quality coffee products offered to consumer in terms of color taste Still less and packaging product used easy damaged as well as Still use straw plastic .

Based on description on so writer interested study research entitled , " The Effect of Price and Quality Product Regarding Purchasing Decisions (Case Study of Caffe Kopi Nako, Tourist City Cibubur).

Based on matter the so formulated question study as following (a) How correlation between H price (X1) And Quality Product (X2), (b) How much big influence partial Price (X1) and Quality Product (X2) on Purchasing Decisions (Y), (c) How much big influence simultaneous Price (X1) and Quality Product (X2) on Purchasing Decisions (Y).

THEORETICAL BASIS
Price

According to Tjiptono in (Lenzun et al., 2014), state that statement mark from something product Whereas according to Saladin (2007) in (Manajemen & Keuangan, 2017), state that price adalah amount monetary charges charged by a business unit to buyer or customer on baranf or money services for sale or hand it over Opinion other that is according to (Kotler et al., 2012) price is unit amount mark For exchanged by consumers become A benefit obtained by using something product or services with a value determined by bargaining bid between consumers and sellers or set at the same price to all consumer by seller .

According to (Kotler et al., 2012) price own a number of known dimensions as following:
1. Affordability Price: Where consumer can reach previous price has determined by company.

2. Suitability price with quality:A consumer normal make suitability price with quality product Which obtained into the indicator in process purchase they .
3. Competitiveness price:Consumer will compare price something product by product others , like similar products or products that don't similar .
4. Suitability price with benefits:Consumer consider price something products with benefits what are they get by using product the .

Quality Product

According to (Intan Aghitsni & Busyra, 2022) quality product that is expertise, equipment specification as well as hasa character products concerned with capabilities in give satisfaction as well as complete need consumers are implied with the company . Whereas according to (Kotler & Keller, 2016) quality product ability quality product is ability something goods in give A results or performance accordingly or even exceed from what to expect consumer . Other opinions follow (Wijaya & Tony, 2018), quality product is characteristics whole from appropriate goods and services with marketing , manipulation , production , as well as maintenance Which make goods or service the can fulfil hope consumer.

Quality product own a number of dimensions that is :
1. Performance (Performance): Represents character from information principal A product Which purchased (Core Products)
2. Feature (Features) Is characteristics addition form complement or matter secondary other.
3. Reliability : Possible little can just appeared , like experience damage or product which fail.

Buying decision

According to (Kotler & Gary Armstrong., 2016) decision purchase is part from behavior consisting of consumers from individual , group , or organization with a purpose choose ,
buy, as well use something product For fulfil need consumer.besides That according to (Intan Aghitsni & Busyra, n.d.)decision purchase can also be interpreted namely the process of integrating as well as combine knowledge For do evaluate two or more from existing alternatives Then choose one of them.decision purchase is making decisions influenced by economics , finance , politics , technology , culture , products , quality product , price , location, as well as promotion For process various information and create decision in the form of response which product will purchased .

A number of dimensions from decision possible purchases known , namely :
1. Election product Where a consumer take A decision For buy A product or use the money For the thing that other.
2. Election brand : Consumer must can take A decision about brand What will they buy , usually they prioritize trust or A popularity from brand the .
3. Election distributor : One buyers also consider his decision for example caused Because location , cheap price , or quality the product.

RESEARCH METHODOLOGY
Types of research

Study This is study quantitative descriptive . According to un research quantitative is something method nature research inductive , objective , and scientific where the data was obtained form number or statements are assessed and analyzed with analysis statistics . According to Emzir in (Hermawan.I, 2019) study quantitative is something approach research that primarily uses paradigm postpositivism in development knowledge knowledge like thinking about because consequence , reduction to variable ,hypothesis And question Specific , use measurement And observation as well as testing theory that uses research strategies like experiments and surveys that require data statistics . According to (Hermawan.I, 2019) study descriptive is research effort describe activity study Which done on object certain with method explainwith systematic and clear .

Types of research quantitative descriptive aim For know influence price and quality product to decision purchases at Caffe Kopi Nako Kota Wisata Cibubur .

Population and Sample

According to (Sugiyono, 2019), population is a generalized area which consist from object or the subject has qualities and characteristics certain ones set by researcher For studied And Then withdrawn the conclusion . On study This ,population from study This No is known the amount Because writer will do study Which No limited on location certain , by Because That amount population in study This Nois known .

Population used in study This that is ever consumer visit to Caffe Kopi Nako Kota Wisata Cibubur. With a sample of 100 respondents range aged 15 to 25 years chosen use technique taking *random* sampling using *stratified random sampling* is sampling method set group from level certain .

Indicator Study

Variables that have been defined operationally are then determined as indicators. To facilitate the preparation of instruments, it is necessary to use an instrument development matrix or instrument grid as in table 1 below

Table 1. Operational Variables

Variable	Indicator	Scale	Question No
Price	Price Affordability	Ordinal	1
	Quality product in accordance price	Ordinal	2
	Comparison With Competitors	Ordinal	3
	Benefits obtained	Ordinal	4
Quality Product	Menu	Ordinal	1
	Appearance product	Ordinal	2
	Specification products offered	Ordinal	3
Return Decision	Preference relatively towards the brand	Ordinal	1
	Brand image towards decision purchase	Ordinal	2
	Frequency purchase	Ordinal	3

Analysis Tools

In research this is what we use Google Forms help for collect primary data in the form of questionnaire and use IBM SPSS 25 application for help in carry out data validity tests and carry out data analysis .

Hypothesis Study

Developed hypothesis in study This based on review literature and research previously described as following :

H1 : There is correlation between X1 (Price) and X2 (Quality Product)

H2 : There is influence partial X1 (Price) and X2 (Quality Product) against Y (Buying decision)

H3 : There is influence simultaneous X1 (Price) and X2 (Quality Product) against Y (Buying decision)

ANALYSIS AND DISCUSSION

Profile Respondent

Questionnaire Which spread to 100 respondents own various difference Good in a way age as well as gender. Characteristics respondents who fill in questionnaire This is as following :

Based on Gender

Gender	Frequency	Percentage
Man	51	50.5%
Woman	49	49.5%
Amount	100	100%

From table on can is known that characteristics various types of respondents sex man is as many as 51 people (50.5%) and women as many as 49 people (49.5%) which means more Lots respondents visiting man to the Nako coffee cafe city tour cibubur in study This .

Based on Age

Age	Frequency	Percentage
15 – 20	19	18.8%
21 – 25	81	81.2%
Amount	100	100%

From table following can seen that age respondents based on age with age 15 up to 20 years as many as 19 people (18.8%) and aged 21 to 25 years as many as 81 people (81.2%) with conclusion that amount respondents age 21 until 25 more Lots compared to ages 15 to 20

year .

Validity test
Variable Validity Test Results (X1)
Based on data Which has collected , so there is four question For variable price and results testing validity on SPSS to variable price (X1). So obtained data as following :

Table 1. Price Validity Test

Statement No	Indicator	r count	r critical	Criteria
X1.1	Price	0.706	0.196	Valid
X1.2	Quality product in accordance price	0.834	0.196	Valid
X1.3	Comparison price with product competitors	0.742	0.196	Valid
X1.4	Benefits obtained	0.805	0.196	Valid

From Table on show that every statement from price is valid so instrument Which used For measure variable price is instrument Which appropriate And all over items statement the can next For testing reliability and data analysis other .

Validity Test Results Variable Quality Products (X2)
Based on data Which has collected , so there is three question For variable quality products and results testing validity in SPSS against variable quality product (X2). Then the data is obtained as following :

Table 2. Validity Test Quality Product

Statement No	Indicator	r count	r critical	Criteria
X2.1	Menu	0.716	0.196	Valid
X2.2	Appearance product	0.811	0.196	Valid
X2.3	Specification products offered	0.741	0.196	Valid

From table in on show that every statement from quality product is valid so instrument Which used For measure variable quality product is appropriate instruments and all statement items the can next For testing reliability and other data analysis .

Validity Test Results Purchase Decision Variable (Y)
Based on data that has been collected , then there is three question For variable decision purchases and results testing validity in SPSS against variable decision purchase (Y). Then the data is obtained as following :

Taebl 3. Test the Validity of Purchasing Decisions

| Statement No	Indicator	r count	r critical	Criteria
Y1	Preference relatively towards the brand	0.803	0.196	Valid
Y2	Brand image towards decision purchase	0.777	0.196	Valid
Y3	Frequency purchase	0.836	0.196	Valid

From the table above show that every statement from decision purchase is valid then instrument used For measure variable decision purchase is appropriate instruments and all statement items the can next For testing reliability and other data analysis.

Test Assumptions Classic

On research This using the normality test .

Normality test

Based on results processed data use SPSS so is known test normality use method histogram approach and approximation chart is as following :
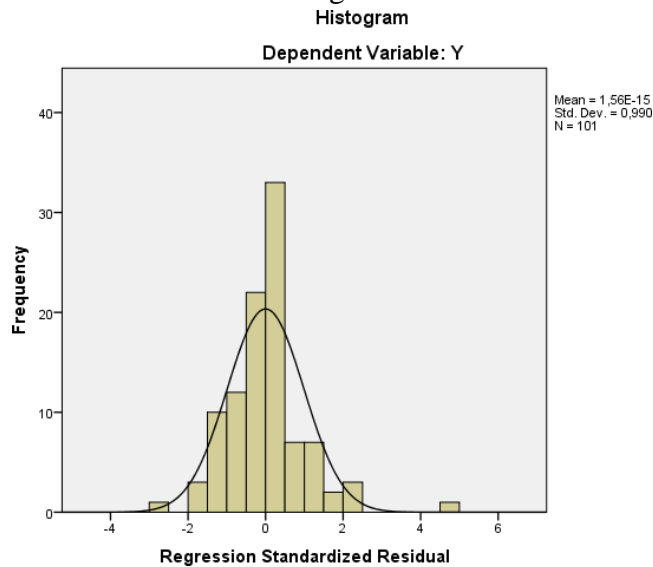
From the picture above indicated that regression model has fulfill assumptions that have been stated previously that is dot, dot, dot has forming and following the diagonal lines in the image , thus can stated that the data has distribute normally .

Analysis Results
Study Linear
Regression
Multiple

Table 4. Analysis Results Regression Multiple

		Coefficients [a]				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	,731	,530		1,381	,170
	Price	,669	,078	,921	8,918	,000
	Quality Product	-,003	,112	-,003	-.025	,980

a. Dependent Variable: Purchase Decision

In table on so obtained equality multiple linear regression is as following :

$$Y = 0.731 + 0,699 X_1 + 0,003 X_2$$

From the results equality regression the can explained that :

- Constant = 0.731; It means if X1,X2 are the values is 0, then the value of Y is positive = 0.731
- Coefficient regression variable X1 = 0.669; It means every increase in X1 by 1 unit , then will increasing Y = 0.669 units , assuming variable independent of other values still
- Coefficient regression variable X2= 0.003; It means every increase in X2 by 1 unit , then will increasing Y = 0.003 units , assuming variable independent of other values still

Coefficient of Determination (R)

Analysis used For know influence variable Price and Quality Product to decision purchase :

Table 5. Coefficient of Determination Test Results

		Model Summary [b]		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,919 [a]	,844	,841	,700

Dependent Variable: Purchase Decision

From the results management of the data used so obtained coefficient determination (*Adjusted R square*) = 0.841. Show that big influence independent variables (price and

quality product) against variable dependent (decision purchase) of 0.841 means big contribution variable independent (price And quality product) to variable dependent (decision purchase) amounted to 84.1% and the remaining 15.9% was explained by factors other .

Partial Test (t Test)

Purposeful For know the influence of each variable price and quality product to decision purchase shown in the table following This :

Table 6. Partial Test Results

		Coefficients [a]				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	,731	,530		1,381	,170
	Price	,669	,078	,921	8,918	,000
	Quality Product	-,003	,112	-,003	-.025	,980

a. Dependent Variable: Purchase Decision

Based on table on partial test results (t test) that mark probability (Sig t) = 0.000 more small of α 0.05 (Sig t < α) means variable price (X_1) in terms of Partial influential significant to decision purchase consumer (Y). Whereas test to variable quality product (X_2) value probability (Sig t) = 0.980 more big from α 0.05 (Sig t > α) It means variable quality product (X_2) by Partial No influential significant to decision purchase consumer (Y).

Simultaneous Test (F Test)

This F test done For see influence variable independent in a way whole to variable dependent shown in the table following This :

Table 7. Simultaneous Test Results

		ANOVA [a]				
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	260,934	2	130,467	265,951	,000 [b]
	Residual	48,076	98	,491		
	Total	309,010	100			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Quality Products , Prices

There is influence simultaneous Perception Price (X1) And Perception Quality Product (X2) on Purchasing Decisions (Y), proven by results test criteria of Sig.$0.000 < \alpha\ 0.05$ and f (265.951) count > f table (3.09) so that can concluded that independent variables (price and quality product) has an effect significant to variable dependent (decision purchase).

CONCLUSION

Based on results research and discussions that have been carried out explained previously so conclusion from study as following : (1) the results of the simultaneous test (F test) . done , shows significant results or H1 is accepted . So that variable price and quality product own significant influence to variable decision purchase in a way simultaneous . So can concluded that there is influence in a way together or minimum One variables that can influence variable free (independent) towards variable bound (dependent).(2) results analysis test Partial (test t) Which has done , is known that variable price (X1) has significant influence to decision purchase (Y). (3) results partial test analysis (test t) Which has done showing that variable quality product (X2) No own significant influence to variable decision purchase consumer (Y).

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