

ANALYSIS OF THE EFFECT OF PRICE AND SERVICE QUALITY ON PURCHASE DECISIONS AT KEDAI COFFEE REMBUKAN JOMBANG

Septi Ambar Indraningtia Sukma^{1*}, Muhamad Arif², Yessita Puspaningrum³.

^{1,2}Agribisnis, Universitas KH. A. Wahab Hasbullah, Jombang, Indonesia

³Teknologi Hasil Pertanian, Universitas KH. A. Wahab Hasbullah, Jombang, Indonesia

Email: septi@unwaha.ac.id

ABSTRACT

As coffee consumption increases, competition among coffee shops in Jombang is becoming increasingly fierce. This requires every business to provide appropriate prices and quality service to influence consumer purchasing decisions. This study aims to determine the effect of price and service quality on purchasing decisions at Kedai Kopi Rembukan Jombang. This study used an associative quantitative approach, distributing questionnaires to 100 respondents selected through purposive sampling. Data analysis was conducted using Instrument Testing, Classical Assumption Testing, Multiple Linear Regression Analysis, and Hypothesis Testing. The results showed that price had a positive and significant effect on purchasing decisions, with a calculated t -value of $3.625 > 1.985$ t -table and a significance value of $0.000 < 0.05$. Service quality also had a positive and significant effect on purchasing decisions, with a calculated t -value of $5.380 > 1.985$ t -table and a significance value of $0.000 < 0.05$. The coefficient of determination (R^2) value is 0.406, which means that price and service quality are able to explain 40.6% of the variation in consumer purchasing decisions at the Rembukan coffee shop, while the remaining 59.4% is influenced by other factors outside this study.

Keywords: Price, Service Quality, Purchasing Decisions, Coffee Shops

INTRODUCTION

Coffee is one of the most widely consumed beverages in the world and has become an integral part of people's daily lives. Beyond being merely a stimulant drink, coffee also carries strong social, cultural, and economic meanings. In Indonesia, the development of the coffee industry has become increasingly evident, not only in major cities but also in smaller regions such as Jombang Regency. This is marked by the growing number of coffee shops offering various interesting concepts. Coffee shops are not merely places to enjoy beverages; they have also become part of the modern lifestyle. This phenomenon undoubtedly creates both significant opportunities and challenges amid increasingly fierce business competition.

Currently, coffee shops do not only offer beverages but also provide experiences for their consumers. Many people use coffee shops as spaces to study, work, hold discussions, or simply gather with friends. This indicates that the function of coffee shops has expanded, going beyond just serving drinks. Along with these behavioral changes, business owners are required to understand the increasingly diverse needs and expectations of consumers. Appropriate pricing and satisfactory service have become two crucial aspects that strongly determine consumer satisfaction in choosing a coffee shop (Rangkuti, 2013).

In Jombang Regency, the growth of coffee shops has accelerated year by year. One example is the Jombang Coffee Fest 2023, which involved more than 50 local coffee shops (Pemkab Jombang, 2023). This demonstrates the high enthusiasm of the public toward coffee culture as well as the large market potential that business actors can tap into. However, the increasing number of coffee shops also intensifies competition among business owners. Consumers can easily switch to another coffee shop if they perceive the price as inappropriate or the service as unsatisfactory. This situation emphasizes the importance of implementing appropriate pricing and service strategies to ensure that coffee shop businesses can continue to grow.

In addition to being a consumer market, Jombang is also recognized as one of the coffee-producing regions. According to the Jombang Regency Agriculture Office in 2023, coffee plantations cover 2,006 hectares, with an annual production of approximately 1,371 tons, consisting of arabica, robusta, and excelsa varieties (Jombang Banget, 2024). These data show that Jombang has significant potential both as a coffee-producing region and as a consumer market. Support from this production potential should strengthen the sustainability of local coffee shop businesses. However, to capitalize on this opportunity, business actors must compete by offering appropriate prices and high-quality services so that consumers feel satisfied and remain loyal.

Theoretically, consumer purchase decisions are influenced by many factors, including price, product quality, and service quality. According to Tjiptono (2015), price is not only viewed in terms of the monetary value spent but also the benefits received by the consumer. Meanwhile, Zeithaml and Bitner (2003) explain that service quality is determined by the extent to which the service provided meets or even exceeds consumer expectations. If consumers feel they receive benefits commensurate with the price paid and enjoy satisfying service, they are likely to make repeat purchases at the same place. In other words, price and service are critical aspects in shaping both purchase decisions and consumer loyalty.

Previous research supports the importance of price and service in influencing purchase decisions. Ramadhani and Prawoto (2023) found that price and service significantly affect consumer satisfaction and loyalty at Pintu Dua Coffee TMII. These findings align with Winda (2021) research, which showed that price and product quality have a tangible effect on consumer satisfaction. Research by Mirawati et al., (2020) at Kedai Kopi 14 also indicated that price positively influences consumer satisfaction, although product quality did not show a significant effect. From these studies, it can be seen that price is one of the primary factors consumers consider when making purchase decisions.

Other studies also highlight the important role of service quality. Pelani et al., (2023) in their research at Café Banua Coffee Makassar, found that service quality and price are dominant factors determining consumer satisfaction. This demonstrates that good service not only helps retain existing customers but also attracts new ones. Furthermore, research by Ramadhan et al., (2025) at Cafe Kenzi found that both price and service quality positively influence purchase decisions, but service quality has a more dominant effect. This reinforces the view that excellent service is often a differentiating factor that competitors find difficult to replicate.

Findings by Dewi and Ardiana (2022) at coffee shops in Denpasar also support these results, showing that price and service quality contribute more than 50% to consumer purchase decisions. Meanwhile, Fitriani and Santoso (2021) added that fast, friendly, and expectation-meeting service significantly impacts satisfaction and even encourages repeat purchases. From these various studies, it can be concluded that price and service quality are two critical aspects that strongly determine consumers' choice of coffee shops. Therefore, research on these two variables remains highly relevant, particularly for developing local coffee shops.

Based on the above, this study focuses on Kedai Coffee Rembukan Jombang, a popular local coffee shop with a diverse customer base. This shop was chosen because it faces stiff competition from numerous other coffee shops in the area. Therefore, it is important to understand the extent to which price and service quality influence consumer purchase decisions at this shop. By understanding this, business owners can determine more appropriate strategies to attract new customers while retaining existing ones.

The main objective of this study is to examine the effect of price on purchase decisions, the effect of service quality on purchase decisions, and to identify which factor is more dominant. With this objective, the research is expected to provide a clearer picture of consumer behavior at Kedai Coffee Rembukan Jombang. Additionally, this study can assist the shop owner in making strategic decisions regarding pricing and the level of service offered to customers.

METHOD

This study uses a quantitative approach with an associative research design. The research subjects are consumers of Kedai Coffee Rembukan Jombang. This research applied a purposive sampling technique to determine the sample. Purposive sampling is a technique for selecting samples based on specific considerations or criteria relevant to the research objectives. The respondent criteria in this study were consumers who had made at least one purchase at Kedai Coffee Rembukan, were at least 17 years old, and were willing to complete the questionnaire in full. The sample size was calculated using the Lemeshow formula, resulting in 100 respondents as the research sample.

The data used in this study consists of primary and secondary data. Primary data were obtained directly from the source through the distribution of questionnaires to respondents. These questionnaires contained statements related to the variables of price, service quality, and purchase decision. Secondary data were obtained from books, journals, scientific articles, and previous relevant research. This secondary data was used to strengthen the theoretical foundation, broaden understanding, and support research findings to enhance validity. By combining primary and secondary data, the study is expected to provide more comprehensive results.

Data collection techniques were conducted through observation and questionnaires. Observation was used to directly assess the conditions of Kedai Coffee Rembukan, such as service processes and interactions with consumers. Questionnaires served as the primary research instrument, designed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). According to (2019), the Likert scale is used to measure attitudes, opinions, and perceptions of individuals or groups regarding social phenomena. This scale allows respondents to provide answers more easily based on their experiences.

To ensure that each variable can be measured clearly, operational definitions were established. The price variable was measured using indicators such as affordability, price suitability with product quality, price suitability with benefits, and price competitiveness. The service quality variable was measured through five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Meanwhile, the purchase decision variable was measured using indicators such as product choice, brand choice, distributor choice, purchase timing, and purchase quantity. Kotler and Armstrong (2018) stated that price is the amount of money charged for a product or service, or the value exchanged by consumers to obtain benefits from the product or service. Zeithaml and Bitner (2003) emphasized that service quality is the consumer's assessment of how well the service provided meets their expectations. Furthermore, Kotler and Keller (2016) defined purchase decision as a consumer's action in selecting a product based on certain considerations.

The research instruments were tested for validity and reliability to ensure feasibility. The validity test was conducted by calculating the correlation between each item score and the total score using the Pearson Product Moment. The results indicated that all items were valid because the calculated r value exceeded the table value (0.196). Subsequently, reliability testing was conducted using Cronbach's Alpha. According to Sugiyono an instrument is considered reliable if the Cronbach's Alpha value is above 0.6. The results showed that all variables in this study had Cronbach's Alpha values above 0.6, indicating that the research instruments were reliable and could be used consistently.

The collected data were then analyzed using multiple linear regression analysis. This analysis was chosen because it can measure the influence of more than one independent variable on the dependent variable. Classical assumption tests were conducted first to ensure that the regression model met statistical requirements, including the absence of multicollinearity, heteroscedasticity, and autocorrelation. Furthermore, a t -test was performed to determine the partial effect of each variable, an F -test was conducted to examine the simultaneous effect of price and service quality on purchase decisions, and the coefficient of determination (R^2) was calculated to determine the extent to which price and service quality contribute to explaining variations in purchase decisions. The entire data analysis process was carried out using SPSS software to ensure that the research results were accurate and scientifically accountable.

RESULT AND DISCUSSION

The results of this study are presented to answer the research questions and test the previously formulated hypotheses, namely regarding the effect of price (X_1) and service quality (X_2) on purchase decisions (Y) at Kedai Coffee Rembukan Jombang. The analysis was conducted in several stages, beginning with classical assumption tests, multiple linear regression analysis, and continuing with hypothesis testing using t -tests, F -tests, and the coefficient of determination (R^2). All data processing was performed using SPSS software, ensuring that the results are reliable and scientifically accountable.

Uji Asumsi Klasik

Before conducting multiple linear regression analysis, classical assumption tests were performed. These tests are essential to ensure that the regression model produces accurate and unbiased conclusions. In this study, the classical assumption tests included normality and heteroscedasticity tests.

The normality test aims to determine whether the research data are normally distributed. The results of the normality test can be seen in Figure 4.1. Based on the P-P Plot graph, the data points spread around the diagonal line and follow its direction. This condition indicates that the research data are normally distributed, thus fulfilling the normality assumption. Therefore, the data can proceed to further analysis using multiple linear regression.

Normal P-P Plot of Regression Standardized Residual

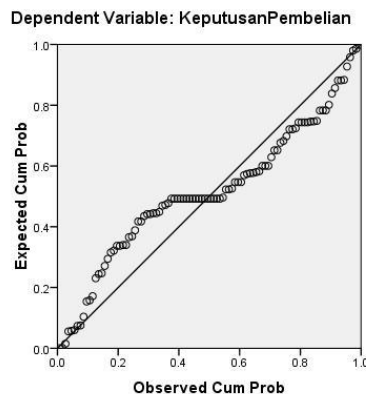


Figure 1. Normality Test Results

Next, the heteroscedasticity test was conducted to ensure whether there is unequal variance of residuals in the regression model. The results of the heteroscedasticity test are shown in Figure 4.2. The scatterplot graph indicates that the points are randomly scattered without forming a specific pattern. This means that the regression model does not experience heteroscedasticity problems. With this assumption fulfilled, the regression model used in this study can be considered appropriate and suitable for hypothesis testing.

Scatterplot

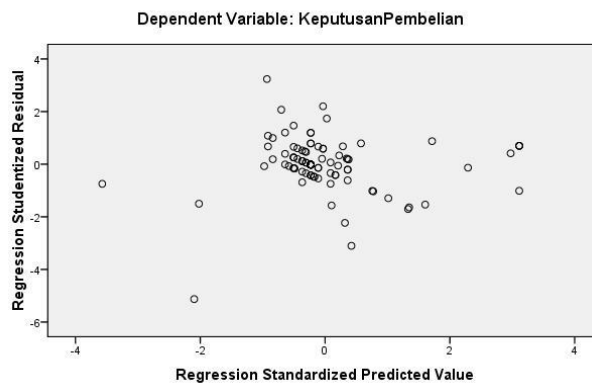


Figure 2. Heteroscedasticity Test Results

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the effect of price (X1) and service quality (X2) on purchase decisions (Y).

Table 1. Multiple Regression Analysis Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.091	2.588		1.967	.052
	Price	.341	.094	.319	3.625	.000

Service Quality	.491	.091	.474	5.380	.000
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a. Dependent Variable: Purchase Decision

Source: SPSS Data 16 (2025)

Based on the SPSS calculation results, the regression equation is as follows:

$$Y = 3,411 + 0,305X1 + 0,365X2 + e$$

This equation indicates that both price and service quality have a positive effect on purchase decisions. The constant value of 3.411 means that if price and service quality are considered constant, the purchase decision score is 3.411. The regression coefficient for price of 0.305 shows that every one-unit increase in consumer perception of price increases the purchase decision by 0.305. Meanwhile, the regression coefficient for service quality of 0.365 indicates that every one-unit increase in perceived service quality increases the purchase decision by 0.365.

These results illustrate that both price and service quality play important roles in influencing consumer purchase decisions at Kedai Coffee Rembukan. In other words, consumer decisions are determined not only by price but also by the quality of service provided.

T-Test (Partial)

The t-test results were used to determine the partial effect of each independent variable on the dependent variable.

Table 2. t-Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.091	2.588		1.967	.052
	Price	.341	.094	.319	3.625	.000
	Service Quality	.491	.091	.474	5.380	.000

a. Dependent Variable: Purchase Decision

Source: SPSS Data 16 (2025)

Based on the data processing in Table 2, the price variable has a t-value of 3.096 with a significance of 0.003. Since the significance value is less than 0.05, it can be concluded that price has a significant effect on purchase decisions.

This supports Kotler & Armstrong (2018) argument that price is the amount of money paid by consumers to obtain the benefits of a product or service. Affordable and reasonable prices in accordance with product quality become the main reason for consumers in making purchase decisions. In the context of Kedai Coffee Rembukan, consumers perceive that the prices of drinks and food offered are appropriate for the quality of taste and comfort of the place, encouraging them to make purchases.

Meanwhile, the service quality variable has a t-value of 3.327 with a significance of 0.001. Since the significance value is less than 0.05, service quality also has a significant effect on purchase decisions. This finding aligns with Zeithaml and Bitner (2003) who stated that service quality is the consumer's assessment of the excellence of the services provided. Fast, friendly, and expectation-meeting service has proven capable of increasing consumers' willingness to purchase at Kedai Coffee Rembukan.

Coefficient of Determination (R²)

The coefficient of determination is used to determine the extent to which the independent variables explain the dependent variable.

Table 3. Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.710 ^a	.504	.494	2.49523
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a. Predictors: (Constant), Service Quality, Price

Source: SPSS Data 16 (2025)

Based on Table 3, the R Square value is 0.339. This means that 33.9% of the variation in purchase decisions can be explained by price and service quality, while the remaining 66.1% is influenced by other factors not examined in this study, such as promotions, location, café ambiance, or consumer psychological factors. These results indicate that although price and service quality have significant effects, there are also other external factors that determine consumer purchase decisions. Therefore, Kedai Coffee Rembukan management needs to pay attention to aspects beyond price and service to optimize purchase decisions.

Discussion

Based on the analysis results, it can be concluded that price and service quality significantly affect purchase decisions, both partially and simultaneously. This indicates that these two factors are critical elements that business managers must consider. The influence of price on purchase decisions shows that consumers tend to be more attracted to products with prices that match the quality provided. This finding is consistent with previous research, which emphasizes that price is a primary factor affecting consumer decisions. Fair pricing makes consumers feel that the value they receive corresponds to the money they spend. Service quality also plays a crucial role in driving purchase decisions. Good, fast, and friendly service can enhance consumer satisfaction. These findings support Zeithaml and Bitner (2003) and previous studies, which assert that service quality is a key factor in determining consumer loyalty. Consumers who are satisfied with the service are likely to make repeat purchases and even recommend the café to others. Thus, the practical implication of this study is that Kedai Coffee Rembukan must maintain a balance between price and service quality. Prices should be adjusted according to consumers' purchasing power, while service quality should continually be improved to ensure consumer comfort and satisfaction. If both aspects are well-managed, the café will be able to compete effectively with similar businesses and increase long-term consumer loyalty.

CONCLUSION

This study was conducted to examine the influence of price and service quality on consumer purchase decisions at Kedai Coffee Rembukan Jombang. Based on the results of the analysis, it can be concluded that both independent variables, namely price and service quality, have a significant effect on purchase decisions. This indicates that consumers' decisions to make a purchase are influenced by considerations regarding the alignment of price with the perceived product quality as well as the service experience they receive.

The findings of the study show that consumers perceive that the price set should correspond to the quality of the products offered, creating a sense of fairness in the transaction. At the same time, service quality is viewed as an important factor that can enhance consumer comfort during the purchasing process. Both elements act as complementary factors, suggesting that effective business strategies need to accommodate a balance between price and service.

Nevertheless, the results also indicate that there are other factors beyond price and service quality that may influence purchase decisions. This opens opportunities for future research to expand the scope of variables studied, thereby providing a more comprehensive understanding of consumer behavior in similar businesses. Consequently, this study not only provides insights into the importance of price and service quality but also serves as a foundation for the development of broader studies in the future.

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