

The Effect Of Price And Product Quality On Purchasing Decisions Of Kopi Jago Consumers At Tebet Eco Park

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ABSTRACT. This study investigates the impact of price and product quality on consumer purchasing decisions for Kopi Jago at Tebet Eco Park. With growing competition in the coffee industry, businesses must adopt effective marketing strategies, particularly in pricing and product quality enhancement. A quantitative survey approach was employed, targeting consumers who had purchased Kopi Jago products in Jakarta. Using purposive sampling, 40 respondents were selected. Data collection was carried out through questionnaires, and the analysis utilized multiple linear regression, preceded by validity and reliability testing. The findings reveal that price has a positive and significant effect on purchasing decisions, while product quality also shows a positive and significant influence. Together, price and product quality significantly shape consumer purchasing behavior, with the coefficient of determination indicating that a substantial portion of purchasing decisions can be explained by these two variables. The results suggest that maintaining competitive pricing and consistent product quality is crucial for strengthening consumer purchasing decisions in the café industry. This research contributes to marketing management literature, particularly in understanding consumer behavior within the food and beverage sector.

Keyword: Coffee; Price; Product Quality; Purchasing Decision

JEL Classification: MM2

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INTRODUCTION

Indonesia is one of the world's biggest coffee producers, the consumption steadily increasing in line with the growth of modern café culture. Local brands such as Kopi Jago in Tebet Eco Park reflect the competitive dynamics of urban coffee markets, where businesses must understand consumer behavior to remain competitive. Price and the quality of product become the most affecting factors that influencing purchasing decisions, as competitive pricing and consistent taste not only drive consumer interest but also foster loyalty. Previous studies support this, showing that product quality can affect purchasing decisions by up to 78.8%, while price contributes around 60.6% (Akhirman & Lesmana, 2024).

The purpose of this study is to analyze the extent to which price and the quality of product influence consumer purchasing decisions at Kopi Jago, both individually and simultaneously. By using Regression analysis methods to test the contribution of each variable, with the goal of identifying how improvements in product quality and appropriate pricing strategies can enhance consumer decisions amid intense competition in the coffee industry (Arhim et al., 2024). Empirical data from Tebet Eco Park reveal that price and product quality together explain up to 81% of purchasing decisions, underscoring their combined importance in strengthening Kopi Jago's competitiveness in Jakarta's urban coffee market (Akhirman & Lesmana, 2024).

The broader context shows rapid growth in coffee consumption nationwide, reaching 103,000 tons annually in 2024 (darmawan agus dwi, 2024), with domestic demand rising by an average of 8.5% per year since 2020 (expert delifru flavor, n.d.). Jakarta records higher-than-average consumption, with household spending on coffee increasing to Rp 151.26 per week in 2023 (darmawan agus dwi, 2024). Surveys indicate frequent consumption, with 40% of respondents drinking two cups daily (hanif hizli, 2025). Alongside modern cafés, mobile coffee vendors (Starling) have grown significantly, with over 25,000 sellers in Jakarta by 2024 (Kementerian Koperasi dan UKM, 2024). In this competitive environment, affordable pricing and consistent quality remain decisive factors in consumer choices (Santika et al., n.d.), making Kopi Jago's strategic location and product positioning highly relevant for study (expert delifru flavor, n.d.).

Previous studies have consistently demonstrated that price and product quality are important determinants of purchasing decisions. For instance, Wahyuni (2019) found that price significantly influenced consumer purchasing decisions for Exelca coffee products. Similarly, Chaerunnisa and Safria (2024) reported that product quality and price positively affected purchasing decisions at Point Coffee in Tangerang. Akhirman and Lesmana (2024) also revealed that product quality and price simultaneously influenced purchasing decisions in the coffee business sector. These findings suggest that consumers tend to evaluate product value through a combination of affordability and perceived quality before making a purchase decision.

However, despite the growing body of literature, several research gaps remain. First, most previous studies have focused on conventional coffee shops, cafés, or retail coffee outlets operating in permanent locations (Wahyuni, 2019; Chaerunnisa & Safria, 2024; Akhirman & Lesmana, 2024). Limited attention has been given to mobile coffee business models, which have recently emerged as a significant innovation in Indonesia's coffee industry. Mobile coffee vendors operate under different market conditions, characterized by lower

operational costs, greater accessibility, and unique consumer interaction patterns. Consequently, findings derived from traditional café settings may not fully explain consumer behavior in mobile coffee businesses.

Second, prior studies predominantly examined coffee purchasing behavior in commercial shopping areas, campuses, or urban retail centers. Research investigating consumer purchasing decisions within public recreational spaces such as urban parks remains scarce. Tebet Eco Park represents a distinctive consumption environment where visitors combine leisure activities with food and beverage consumption. The characteristics of consumers in this setting may differ substantially from those of consumers visiting conventional cafés, thereby requiring separate empirical investigation.

Third, while previous studies generally confirmed positive relationships between price, product quality, and purchasing decisions, they rarely explored these variables within the context of Kopi Jago, one of Indonesia's fastest-growing mobile coffee brands. Kopi Jago employs a unique business model that combines digital ordering systems, mobile baristas, and affordable pricing strategies. This operational model potentially alters consumers' perceptions of value and quality compared to conventional coffee retailers. Therefore, empirical evidence specifically examining the determinants of purchasing decisions among Kopi Jago consumers remains limited.

Based on these gaps, the novelty of this study lies in three aspects. First, this research extends the application of purchasing decision theory to the context of a mobile coffee business rather than a conventional café. Second, it provides empirical evidence from an urban public park environment, namely Tebet Eco Park, which has received limited scholarly attention in consumer behavior research. Third, this study examines how price and product quality jointly influence purchasing decisions in a digital-enabled mobile coffee service model represented by Kopi Jago. These contextual differences provide new insights into consumer behavior within Indonesia's evolving coffee industry.

Theoretically, this study contributes to the marketing management and consumer behavior literature by enriching the understanding of purchasing decision determinants in non-traditional coffee retail formats. The findings support and extend the perspectives of Price Theory and Product Quality Theory by demonstrating their relevance within mobile coffee service ecosystems. Practically, the results provide valuable managerial implications for Kopi Jago and similar businesses in designing competitive pricing strategies and maintaining product quality consistency to strengthen consumer purchasing decisions and sustain market competitiveness in the rapidly growing coffee sector

Research Problems

1. What is the extent to which pricing influences consumer purchasing behavior at Kopi Jago in Tebet Eco Park?
2. How strongly does product quality affect consumer decisions to purchase at Kopi Jago in Tebet Eco Park?
3. To what degree do price and product quality together exert a significant impact on consumer purchasing choices at Kopi Jago in Tebet Eco Park?

Research Objectives

1. To examine the influence of pricing on consumer purchasing behavior at Kopi Jago in Tebet Eco Park.
2. To assess the role of product quality in shaping consumer purchasing decisions at Kopi Jago in Tebet Eco Park.
3. To evaluate the combined effect of price and product quality on consumer purchasing decisions at Kopi Jago in Tebet Eco Park.

Literature Review

Price Theory

Price theory emphasizes that the market value of a product is shaped by the interaction between demand and supply. When consumer demand matches the quantity supplied, equilibrium is achieved — a principle extensively developed by Alfred Marshall. In this framework, price functions as a balancing mechanism: for consumers, higher prices tend to lower demand, while for producers, prices serve as a guide for production decisions. Shifts in external factors such as income levels, consumer preferences, and production costs can alter demand and supply curves, thereby influencing equilibrium. Establishing appropriate pricing is therefore essential for maintaining market efficiency and shaping consumer purchasing behavior (Fransisca & Widjaja, 2019). Key indicators of pricing include purchasing power, willingness to buy, lifestyle positioning, perceived benefits, the cost of substitute products, and potential market segments (Salsabilla & Iqbal Fasa, 2024).

Product Quality Theory

Product quality refers to the extent to which a product fulfills consumer expectations and requirements through its attributes and specifications (Aghitsni & Busyra, 2022). Superior quality enhances customer satisfaction, encourages repeat purchases, and helps brands stand out in competitive markets. Elements such as taste, durability, appearance, and reliability strongly influence consumer perceptions. Kotler and Keller outline nine dimensions of product quality, including form, features, performance, perceived value, durability, reliability, ease of repair, style, and design (Cahyani & Sitohang, 2016). Ensuring consistency across these dimensions is essential for maintaining consumer trust and sustaining competitiveness (Rahmawati et al., 2024).

Purchasing Decision Theory

Kotler's model presents consumer decision-making as a structured process that unfolds in several stages: recognizing a need, gathering information, comparing alternatives, making the purchase, and evaluating the experience afterward. In practice, consumers weigh factors such as price, product quality, and brand reputation before committing to a purchase. Positive post-purchase experiences strengthen loyalty, while unmet expectations often result in switching to other options (Vinet & Zhedanov, 2010).

Purchasing decisions represent the process through which consumers identify needs, evaluate alternatives, and select products that best satisfy their preferences (Kotler & Keller, 2016). The purchasing decision process generally consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation.

According to Solomon (2020), purchasing decisions are influenced by both internal factors, such as motivation and perception, and external factors, including price, product quality, social influence, and marketing communications. In the coffee industry, consumers frequently evaluate affordability, taste quality, brand reputation, and convenience before making purchase decisions. Positive experiences subsequently strengthen repurchase intentions and long-term loyalty.

Coffee Industry in Indonesia

Indonesia's coffee industry has evolved from traditional systems to modern, globally integrated production. Advances in technology, better post-harvest practices, and digital marketing have expanded market reach. Rising global demand requires producers to improve quality and sustainability. Domestically, coffee consumption has grown, with modern cafés and mobile vendors making coffee part of everyday lifestyle. This transformation highlights coffee's dual role as both an agricultural commodity and a cultural product (Tjiptono & Kuspriyono, 2016).

Price and Purchasing Decision

Price is one of the most influential marketing variables affecting consumer purchasing behavior. According to Kotler and Keller (2016), price represents the monetary value consumers exchange to obtain a product or service and serves as an important indicator of perceived value. Consumers generally compare the benefits received with the costs incurred before making a purchasing decision. When consumers perceive a product as fairly priced relative to its quality and benefits, the likelihood of purchase increases.

Recent studies consistently confirm the importance of price in influencing purchasing decisions. A study by Chaerunnisa and Safria (2024) found that price significantly affected consumer purchasing decisions at Point Coffee in Tangerang. Similarly, Akhirman and Lesmana (2024) reported that competitive pricing positively influenced consumers' decisions in the coffee industry. Furthermore, research conducted by Konuk (2021) demonstrated that perceived price fairness significantly enhances purchase intention and consumer trust. These findings suggest that consumers are increasingly sensitive to price evaluations, particularly in highly competitive food and beverage markets.

Product Quality and Purchasing Decision

Product quality refers to a product's ability to perform its functions and satisfy consumer needs and expectations (Kotler & Keller, 2016). Product quality encompasses various dimensions, including performance, reliability, durability, aesthetics, and conformity to specifications. In the coffee business, quality is reflected through taste consistency, aroma, presentation, freshness, and overall customer experience.

Empirical evidence indicates that product quality is a critical determinant of consumer purchasing decisions. According to Cahyani and Sitohang (2016), consumers are more likely to purchase products that consistently meet their expectations. Similarly, Rahmawati et al. (2024) found that superior product quality significantly increases customer satisfaction and encourages repeat purchases. Research by Saleem et al. (2015) further confirmed that product quality positively affects purchasing decisions through increased customer confidence and perceived value. Therefore, maintaining consistent product quality is essential for sustaining competitiveness and strengthening consumer loyalty.

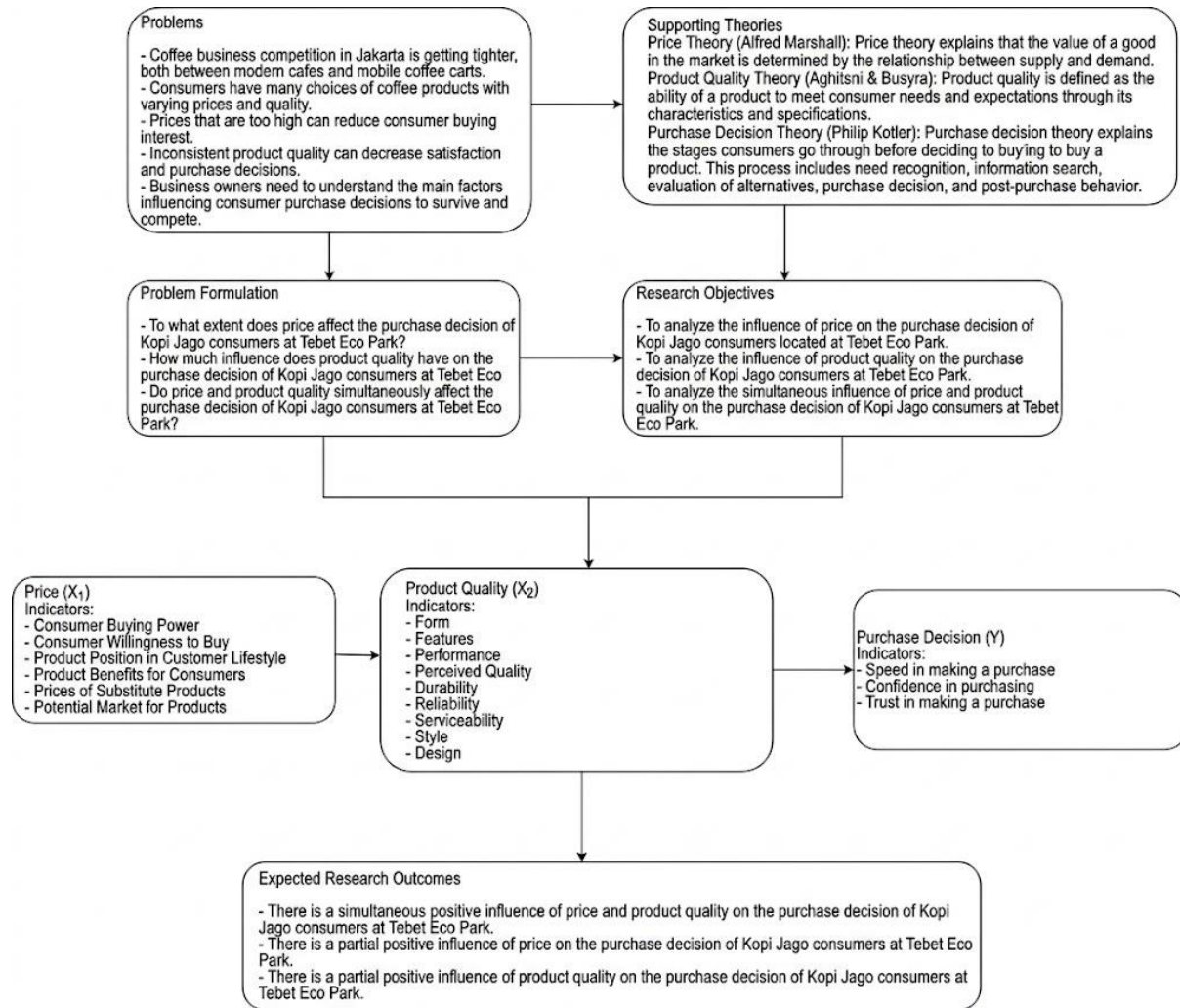


Figure 1 Theoretical Framework

Drawing upon Price Theory and Product Quality Theory, consumers evaluate products based on perceived economic value and expected performance. When prices are perceived as fair and product quality meets expectations, consumers develop stronger purchase intentions and are more likely to make purchasing decisions.

H1: Price has a positive and significant effect on purchasing decisions.

H2: Product quality has a positive and significant effect on purchasing decisions.

H3: Price and product quality simultaneously have a positive and significant effect on purchasing decisions.

METHODS

This study employed a quantitative explanatory research design to investigate the effects of price and product quality on consumers' purchasing decisions at Kopi Jago, Tebet Eco Park, Jakarta. Quantitative research is appropriate for examining causal relationships among variables through statistical testing and objective measurement (Creswell & Creswell, 2018). The explanatory approach was selected because the study aimed to determine the extent to which price and product quality influence purchasing decisions both individually and simultaneously. The target population consisted of all consumers who had purchased beverages from Kopi Jago at Tebet Eco Park, South

Jakarta. Since the exact number of consumers was unknown and fluctuated daily, the study employed a non-probability purposive sampling technique.

Purposive sampling was considered appropriate because respondents were selected according to specific criteria relevant to the research objectives (Hair et al., 2022). To be included in the study, respondents had to satisfy the following requirements:

1. Be at least 17 years old.
2. Have purchased and consumed Kopi Jago products at least once.
3. Have visited Tebet Eco Park during the data collection period.
4. Be willing to participate voluntarily in the survey.

The final sample consisted of 40 respondents. The sample size follows the recommendation of Hair et al. (2022), who suggest that explanatory studies using multiple regression analysis should include a minimum sample size of 15–20 observations per independent variable. Since this study employed two independent variables (price and product quality), a minimum sample of 30 respondents was considered acceptable. Therefore, the sample size of 40 respondents exceeded the minimum requirement and was deemed adequate for regression analysis.

Primary data were obtained through questionnaires that were directly administered to respondents. The instrument employed a Likert scale ranging from 1 to 5 to capture perceptions and attitudes. In addition to survey responses, secondary data were gathered from relevant literature, journal articles, and other sources connected to marketing management and consumer behavior.

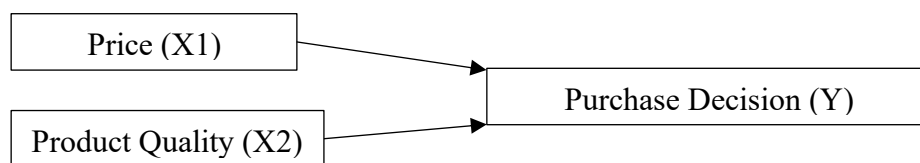


Figure 2 Research Models

Data Analysis Techniques

The collected data were analyzed using IBM SPSS Statistics Version 26. The analysis was conducted in several stages:

1. Descriptive statistical analysis to describe respondent characteristics and variable distributions.
2. Instrument testing through validity and reliability assessments.
3. Classical assumption testing, including:
 - Normality test (Kolmogorov-Smirnov);
 - Multicollinearity test (Tolerance and Variance Inflation Factor);
 - Heteroscedasticity test (Scatterplot analysis).
4. Multiple linear regression analysis to estimate the effects of price and product quality on purchasing decisions.
5. Coefficient of determination (R^2) analysis to assess explanatory power.
6. Simultaneous hypothesis testing using the F-test.
7. Partial hypothesis testing using the t-test.

The regression model employed in this study is expressed as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

where:

Y = Purchasing Decision

α = Constant

β_1 = Regression coefficient of Price

β_2 = Regression coefficient of Product Quality

X_1 = Price

X_2 = Product Quality

ϵ = Error term

This analytical framework enables a comprehensive examination of both individual and joint effects of price and product quality on consumers' purchasing decisions.

RESULT AND DISCUSSION

Respondent Characteristics

The survey results allow respondent characteristics to be classified according to gender, age, and frequency of coffee purchases. The majority of participants were young adults between 15 and 45 years old. This finding suggests that coffee consumption is particularly popular among younger consumers, many of whom regularly spend time in public spaces such as parks and recreational areas.

Tabel 1 Characteristic of respondent Based On Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-25 Years	25	62,5	62,5	62,5
	26-35 Years	10	25,0	25,0	87,5
	36-45 Years	5	12,5	12,5	100,0
	Total	40	100,0	100,0	

Source: Processed Data

Based on the Job mostly people who drink jago coffee is a student. And has a education of bachelor degree

Tabel 2 Characteristic of respondent Based On the job

	Pekerjaan	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CIVIL SERVANT	1	2,5	2,5	2,5
	PRIVATE SECTOR EMPLOYEE	17	42,5	42,5	45,0
	STUDENTS	18	45,0	45,0	90,0
	OTHERS	4	10,0	10,0	100,0
	Total	40	100,0	100,0	

Source: Processed Data

Tabel 3 Characteristic of Respondent Based on Education

	Education Level	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Junior High School	2	5.0	5.0	5.0
	Senior High / Vocational School	15	37.5	37.5	42.5
	Bachelor / Master / Doctoral Degree	23	57.5	57.5	100.0

Total	40	100.0	100.0
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Source: Processed Data

Based on the income, most of the consumer of jago coffee has lower income under Rp 3.000.000.

Tabel 4 Characteristic of Respondent Based on Income

	Income (IDR)	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 3.000.000	17	42,5	42,5	42,5
	3.000.000 - 5.000.000	7	17,5	17,5	60,0
	5.000.000 - 10.000.000	10	25,0	25,0	85,0
	Above 10.000.000	6	15,0	15,0	100,0

Source: Processed Data

Descriptive Statistics

Descriptive statistical analysis was applied to summarize respondents' perceptions regarding price, product quality, and purchasing behavior. The findings indicate that most respondents view Kopi Jago's products as reasonably priced and of good quality. These favorable perceptions play an important role in shaping positive purchasing decisions.

Tabel 5 Descriptive Statistic of X1

	N	Minimum	Maximum	Mean	Std. Deviation
X1_1	40	1	5	4.28	0.716
X1_2	40	2	5	4.17	0.931
X1_3	40	1	5	3.95	0.932
X1_4	40	3	5	4.27	0.506
X1_5	40	2	5	4.18	0.813
X1_6	40	3	5	4.38	0.628
Valid N (listwise)	40				

Source: Processed Data

Based on the descriptive statistical analysis of variable X1 measured with a 1–5 Likert scale from 40 respondents, the minimum scores ranged between 1 and 3 while the maximum consistently reached 5, indicating that some participants gave the highest possible rating. The mean values across items fell between 3.95 and 4.38, with standard deviations ranging from 0.506 to 0.932; the highest mean was observed in item X1_6 (4.38; SD 0.628) and the lowest in item X1_3 (3.95; SD 0.932). Overall, the averages of the six items were relatively high, suggesting that respondents' evaluations of variable X1 tended to be positive.

Tabel 6 Descriptive statistic of X2

	N	Minimum	Maximum	Mean	Std. Deviation
X2_1	40	2	5	4.22	0.660
X2_2	40	2	5	4.18	0.636
X2_3	40	2	5	4.10	0.810
X2_4	40	3	5	4.37	0.540
X2_5	40	1	5	3.82	0.903
X2_7	40	2	5	4.07	0.656
X2_9	40	3	5	4.23	0.620
Valid N (listwise)	40				

Source: Processed Data

From the descriptive statistical analysis of variable X2 with 40 respondents, all items scored within the 1–5 Likert range, with mean values between 3.82 and 4.37, indicating generally high ratings close to the “agree” category. Most items had minimum scores of 2–3 and maximum scores of 5, showing responses clustered around medium to high values. The highest mean appeared in item X2_4 (4.37; SD 0.540), followed by X2_9 (4.23; SD 0.620) and X2_1 (4.22; SD 0.660), reflecting consistent positive evaluations, while the lowest mean was found in X2_5 (3.82; SD 0.903), which also showed the widest variation in responses. Other items such as X2_2, X2_3, and X2_7 still demonstrated a tendency toward high ratings with moderate variability, reinforcing the overall positive perception of variable X2.

Tabel 7 Descriptive Statistic of variable Y

	N	Minimum	Maximum	Mean	Std. Deviation
Y1_1	40	2	5	4.18	0.781
Y1_2	40	2	5	4.15	0.770
Y1_3	40	1	5	4.17	0.813
Y1_4	40	2	5	4.27	0.679
Y1_5	40	2	5	4.35	0.622
Y1_6	40	2	5	4.30	0.648
Valid N (listwise)	40				

Source: Processed Data

From the descriptive statistical analysis of variable Y with 40 respondents, the minimum scores ranged between 1 and 2 while the maximum consistently reached 5, showing that some participants gave the highest possible rating. The mean values across items were between 4.15 and 4.35, indicating generally high evaluations, with the highest mean in item Y1_5 (4.35; SD 0.622) and the lowest in item Y1_2 (4.15; SD 0.770). Standard deviations ranged from 0.622 to 0.813, suggesting relatively low to moderate variability in responses. Overall, these results reflect that respondents tended to provide positive or high assessments of the indicators within variable Y.

Validity and Reliability Test

a. Validity Test

Tabel 8 Result Of Normality Test

NO	ITEM	r-stat	Sig (2-tailed)	Justification
1	X1_1	0.721	<0.001	Valid
2	X1_2	0.816	<0.001	Valid
3	X1_3	0.671	<0.001	Valid
4	X1_4	0.538	<0.001	Valid
5	X1_5	0.780	<0.001	Valid
6	X1_6	0.711	<0.001	Valid
7	X2_1	0.468	0.002	Valid
8	X2_2	0.676	<0.001	Valid
9	X2_3	0.559	<0.001	Valid
10	X2_4	0.418	0.007	Valid
11	X2_5	0.680	<0.001	Valid
12	X2_7	0.586	<0.001	Valid
13	X2_9	0.570	<0.001	Valid
14	Y1_1	0.738	<0.001	Valid

15	Y1_2	0.746	<0.001	Valid
16	Y1_3	0.766	<0.001	Valid
17	Y1_4	0.816	<0.001	Valid
18	Y1_5	0.759	<0.001	Valid
19	Y1_6	0.729	<0.001	Valid

Source: Processed Data

The validity test results show that all items in variable X1 have positive and significant correlations with the total score (TOTAL_X1), with r-values ranging from 0.538 to 0.816 and significance levels below 0.001, indicating strong to very strong relationships and confirming their validity. Similarly, all items in variable X2 demonstrated positive and significant correlations with the total score (TOTAL_X2), with r-values between 0.418 and 0.680, all exceeding the r-table value of 0.312 and significance levels below 0.05, meaning items X2_1, X2_2, X2_3, X2_4, X2_5, X2_7, and X2_9 are valid. For variable Y, the validity test also revealed positive and significant correlations with the total score (TOTAL_Y1), with r-values ranging from 0.729 to 0.816 and significance levels below 0.001, all surpassing the r-table threshold. Thus, every item in variables X1, X2, and Y is valid and suitable for further analysis.

b. Reliability Test

Table 1 Result of Reliability Test

Variabel	Cronbach's Alpha	Number of Items
X1	0.704	7
X2	0.704	7
Y	0.902	6

The reliability test results indicate that variable X1 achieved a Cronbach's Alpha of 0.797 across six items, reflecting good internal consistency and confirming the instrument's reliability for research use. Variable X2 obtained a Cronbach's Alpha of 0.704 with seven items, which demonstrates acceptable internal consistency and supports its reliability for further analysis. Overall, both instruments can be considered reliable and appropriate for use in the study.

Regression Analysis

a. Normality Test

Table 2 Result of Normality Test

Residual	Kolmogorov-Smirnov Statistic	df	Sig	Shapiro-Wilk Statistic	df	Sig
Unstandardized Residual	0.100	40	0.200	0.980	40	0.675

Source: Processed Data

The normality test conducted on the regression model's unstandardized residuals produced a Kolmogorov–Smirnov significance value of 0.200 and a Shapiro–Wilk significance value of 0.675. Since both results exceed the threshold of 0.05 ($p > 0.05$), the residuals can be considered

normally distributed. This outcome confirms that the assumption of normality is satisfied, making the dataset suitable for further statistical analysis using regression techniques.

b. Multicollinearity Test

Table 3 Result of Multicollinierity Test

Independent Variable	Tolerance	VIF	Justification
X1	0.578	1.730	No Sign of Multicollinearity
X2	0.578	1.730	No Sign of Multicollinearity

Source: Processed Data

The multicollinearity assessment shows that both independent variables (X1 and X2) have Tolerance values of 0.578 and Variance Inflation Factor (VIF) values of 1.730. Since all predictors display Tolerance values above 0.10 and VIF values below 10, it can be concluded that multicollinearity is not present in the model. This finding confirms that the assumption of independence among variables is satisfied, allowing the regression analysis to proceed appropriately.

c. Heteroskedastisity Test

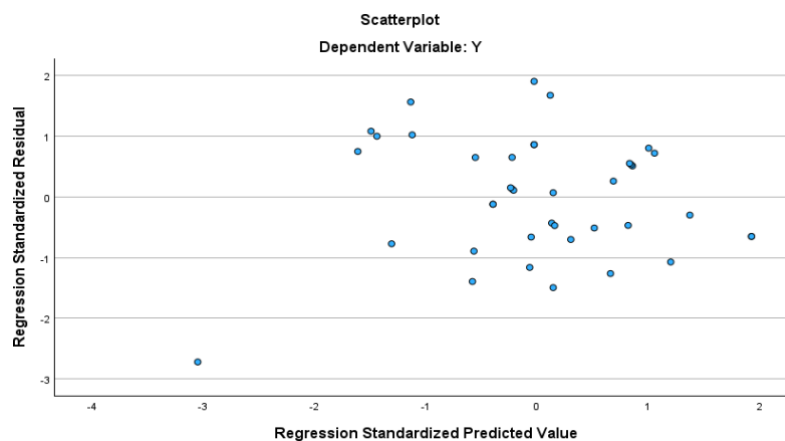


Figure 3 Result Of Heteroskedasity Test

The scatterplot between Regression Standardized Residuals (ZRESID) and Regression Standardized Predicted Values (ZPRED) shows that the points are randomly dispersed above and below the zero axis without forming patterns such as narrowing, widening, or wave-like shapes. This distribution suggests that the variance of the residuals remains constant across predicted values. Consequently, heteroskedasticity is not detected in the regression model, meaning the assumption of homoskedasticity is satisfied and the model is valid for further statistical analysis.

d. Multiple Regresion Analysis

Multiple linear regression was applied to evaluate the influence of variables X1 and X2 on the dependent variable Y. The analysis was performed using SPSS, which generated the regression coefficients presented in Table 4.X. These coefficients indicate both the strength and direction of the relationship between each independent variable (X1 and X2) and the dependent variable (Y). Through this output, it becomes possible to interpret how variations in X1 and X2 contribute to changes in Y. The results also provide the foundation for assessing the statistical significance of each predictor as well as the overall adequacy of the regression model.

Table 4 Result of Multiple Regression Analysis

Variabel	B (Unstandardized)	Std. Error	Beta (Standardized)	T	SIG
(Constant)	-0.640	0.516	-	-1.240	0.223
X1	0.518	0.124	0.475	4.177	<0.001
X2	0.651	0.161	0.461	4.056	<0.001

Source: Processed Data

From the unstandardized coefficients, the multiple linear regression equation can be expressed as:

$$Y = -0.640 + 0.518(X1) + 0.651(X2)$$

This equation shows that both X1 and X2 exert positive influences on Y. Specifically, a one-unit increase in X1 is associated with a 0.518 rise in Y, while a one-unit increase in X2 corresponds to a 0.651 increase in Y. The negative constant (-0.640) reflects the baseline value of Y when both predictors are zero. Overall, the model suggests that improvements in X1 and X2 contribute to higher values of Y.

The regression output further indicates that the constant (-0.640) has a significance level of 0.223 ($p > 0.05$), meaning it is not statistically significant. In contrast, the coefficient for X1 (0.518) is significant at the 5% level ($p < 0.001$), confirming a positive and meaningful effect on Y. Likewise, X2 has a coefficient of 0.651, also significant at the 5% level ($p < 0.001$), demonstrating a strong positive impact on Y. When comparing standardized coefficients, X1 ($\beta = 0.475$) exerts a slightly greater relative influence on Y than X2 ($\beta = 0.461$), though both variables contribute significantly to the model's explanatory power.

e. Model Summary (R^2)

Table 5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.851	0.723	0.708	0.31959

Source: Processed Data

The regression model produced an R Square value of 0.723, indicating that variables X1 and X2 together account for 72.3% of the variation in Y. The remaining 27.7% is explained by other factors not included in the model. The Adjusted R Square value of 0.708 further demonstrates that, even after considering the number of predictors and sample size, the model retains strong explanatory capability. These results confirm that the regression model is reliable, robust, and suitable for continued statistical analysis.

f. F test

Table 6 Result Of F Test

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	9.881	2	4.941	48.372	<0.001
Residual	3.779	37	0.102		
Total	13.660	39			

Source: Processed Data

The F-test results demonstrate that the regression model is statistically significant, with an F value of 48.372 and a significance level below 0.001 ($p < 0.05$). This outcome confirms that the independent variables X1 and X2, when considered together, exert a significant influence on the dependent variable Y. Accordingly, the regression model is valid, and the hypothesis stating that X1 and X2 jointly affect Y is supported.

g. T Test

Table 7 Result of t Test

Variabel	B (Unstandardized)	Std. Error	Beta (Standardized)
(Constant)	-0.640	0.516	-
X1	0.518	0.124	0.475
X2	0.651	0.161	0.461

The t-test results verify that both independent variables significantly affect Y. Variable X1 records a t-value of 4.177 with a significance level below 0.001 ($p < 0.05$), confirming a positive and significant influence on Y; thus, the hypothesis that X1 impacts Y is supported. Similarly, variable X2 produces a t-value of 4.056 with a significance level below 0.001 ($p < 0.05$), indicating a positive and significant effect on Y. Therefore, the hypothesis that X2 influences Y is also accepted, reinforcing the conclusion that both predictors contribute meaningfully to the regression model.

The overall hypothesis testing results further demonstrate that both independent variables have significant effects on the dependent variable. The F-test shows that X1 and X2 jointly exert a significant influence on Y ($p < 0.05$), validating the hypothesis of their simultaneous impact. In addition, the t-tests confirm that X1 positively and significantly affects Y, while X2 also has a positive and significant impact. Consequently, all proposed hypotheses are supported, establishing that X1 and X2 both individually and collectively explain variations in Y.

Discussion

The results indicate that both price (X1) and product quality (X2) significantly shape purchasing decisions among Kopi Jago consumers at Tebet Eco Park. Price demonstrates a positive effect, with a regression coefficient of 0.518 ($p < 0.05$), suggesting that favorable perceptions of affordability and value increase the likelihood of purchase. Product quality exerts an even greater influence, reflected in a coefficient of 0.651 ($p < 0.05$), underscoring the critical role of taste, consistency, and design in guiding consumer preferences and choices.

The Effect of Price on Purchasing Decisions

The findings indicate that price has a positive and significant effect on purchasing decisions among Kopi Jago consumers at Tebet Eco Park ($\beta = 0.518$; $p < 0.001$). This result suggests that consumers perceive Kopi Jago's pricing strategy as affordable and aligned with the value they receive. In the increasingly competitive coffee market, consumers tend to compare prices with product quality, convenience, and overall consumption experience before making purchasing decisions.

This finding supports the argument of Kotler and Keller (2016), who emphasized that price serves not only as a monetary sacrifice but also as a signal of value perceived by consumers. When consumers believe that the benefits obtained exceed the costs incurred, they are more likely to make a purchase. In the context of Kopi Jago, affordability appears to be particularly important because the majority of respondents were students and young adults with relatively limited purchasing power. These consumer segments are generally more price-sensitive and tend to seek products that provide the highest value for money.

The present findings are consistent with those reported by Wahyuni (2019), who found that price significantly influenced purchasing decisions for Exelca coffee products in Jombang. Similarly, Chaerunnisa and Safria (2024) demonstrated that competitive pricing positively affected purchasing decisions among Point Coffee consumers in Tangerang. Akhirman and Lesmana (2024)

also concluded that price remains one of the strongest determinants of purchasing decisions in Indonesia's coffee sector.

However, the influence of price in this study can also be explained by the unique business model adopted by Kopi Jago. Unlike conventional coffee shops that incur substantial operational costs for physical outlets, Kopi Jago utilizes a mobile coffee concept supported by digital ordering systems. This operational efficiency allows the company to offer competitive prices while maintaining acceptable quality standards. Consequently, consumers perceive the products as economically attractive, increasing the likelihood of purchase.

These findings reinforce the relevance of Price Theory, which argues that consumers respond positively when prices are perceived as fair and consistent with expected utility (Marshall, 1920). In the contemporary coffee industry, pricing is not merely a tactical marketing tool but a strategic mechanism for attracting and retaining consumers in highly competitive markets.

The Effect of Product Quality on Purchasing Decisions

The results further reveal that product quality has a positive and significant effect on purchasing decisions ($\beta = 0.651$; $p < 0.001$). Interestingly, the magnitude of this effect is slightly stronger than that of price, indicating that consumers place considerable importance on product performance when deciding whether to purchase Kopi Jago products.

This finding is consistent with Product Quality Theory, which suggests that consumers evaluate products based on their ability to satisfy functional and emotional expectations (I'jipiono, 2019). In coffee consumption, product quality extends beyond taste alone and includes aroma, consistency, freshness, presentation, and overall drinking experience. Consumers who perceive a product as consistently meeting their expectations are more likely to develop confidence in the brand and proceed with purchasing decisions.

The findings align with previous empirical studies. Rahmawati et al. (2024) reported that superior product quality significantly enhances customer satisfaction and influences purchasing behavior. Likewise, Saleem et al. (2015) demonstrated that product quality positively affects consumer trust and purchase intention. Chaerunnisa and Safria (2024) also found that product quality was one of the most influential factors affecting purchasing decisions among coffee consumers.

Several contextual factors may explain the strong effect of product quality observed in this study. First, coffee consumers in urban areas are increasingly knowledgeable and selective regarding beverage quality. The rapid expansion of specialty coffee culture has elevated consumer expectations regarding taste consistency and product standards. Second, social media exposure has increased awareness of product quality attributes, making consumers more critical when evaluating coffee products. Third, the mobile coffee business model adopted by Kopi Jago requires consistent product quality because customers may encounter different baristas and service locations. Therefore, maintaining standardized product preparation becomes essential for preserving customer trust.

The stronger influence of product quality compared to price suggests that although affordability attracts consumers initially, long-term purchasing behavior is more likely to be sustained through positive product experiences. This finding supports the notion that quality serves as a key source of competitive advantage in the food and beverage industry.

The Simultaneous Effect of Price and Product Quality on Purchasing Decisions

The regression analysis demonstrates that price and product quality jointly exert a significant influence on purchasing decisions ($F = 48.372$; $p < 0.001$), explaining 72.3% of the variance in consumer purchasing decisions ($R^2 = 0.723$). This relatively high explanatory power indicates that

both variables represent major determinants of consumer behavior within the context of Kopi Jago.

The findings support the integrated perspective of consumer decision-making proposed by Solomon (2020), which suggests that consumers rarely evaluate a single attribute when making purchase decisions. Instead, they simultaneously assess economic considerations, product performance, perceived value, and anticipated satisfaction. Therefore, purchasing decisions emerge from a holistic evaluation process rather than isolated judgments.

The results also corroborate previous studies conducted in Indonesia's coffee industry. Akhirman and Lesmana (2024) found that price and product quality simultaneously influenced purchasing decisions among coffee consumers. Similar conclusions were reported by Chaerunnisa and Safria (2024), who observed that consumers evaluate both affordability and quality before selecting coffee products. The consistency of these findings across different coffee business formats indicates that price and product quality remain fundamental determinants of consumer purchasing behavior.

Nevertheless, this study extends existing knowledge by examining these relationships within a mobile coffee service environment. Unlike conventional coffee shops, Kopi Jago operates through mobile baristas and digital ordering platforms. Consequently, consumers may place greater emphasis on the balance between affordability and quality because the absence of a permanent physical outlet shifts attention toward the core product experience itself. This contextual distinction contributes to the growing literature on consumer behavior in emerging digital-enabled coffee business models.

These results align with established theories: Marshall's price theory emphasizes the balance of supply, demand, and consumer purchasing power, while product quality theory underscores the role of performance, reliability, and sensory attributes in driving loyalty. Empirical comparisons with prior studies on Exelca, Point Coffee, Kapal Api, and Fore Coffee confirm similar patterns—competitive pricing and consistent quality are key drivers of coffee purchases across Indonesia.

Taken together, the simultaneous effect of X1 and X2 explains 72.3% of the variation in purchasing decisions ($R^2 = 0.723$). This strong combined influence reflects the synergy between affordability and product excellence, particularly relevant in the local context where young, budget-conscious consumers seek value-for-money experiences. The regression model thus demonstrates that Kopi Jago's competitive pricing and reliable quality jointly sustain consumer demand in a highly competitive café market.

CONCLUSION

The study confirms that both price (X1) and product quality (X2) significantly affect consumer purchasing decisions (Y) for Kopi Jago at Tebet Eco Park. Price exerts a positive and significant influence, showing that perceptions of affordability and value alignment encourage buying behavior. Product quality also demonstrates a strong positive effect, with attributes such as taste, consistency, and presentation shaping consumer confidence and preference. Collectively, X1 and X2 explain 72.3% of the variation in purchasing decisions, underscoring their combined importance in driving consumer behavior.

For Kopi Jago's management, maintaining competitive and affordable pricing is essential, especially for student and young consumer segments. At the same time, consistent product quality—particularly in taste, design, and overall experience—should be prioritized to sustain satisfaction and repeat purchases. Future researchers are encouraged to expand the model by

including variables such as promotion, location, service quality, or brand image, and to test larger samples or different coffee businesses to enhance generalizability.

This research also offers several practical contributions. For Kopi Jago and similar coffee businesses, maintaining competitive pricing remains essential for attracting price-sensitive consumers, particularly students and young adults. However, the findings indicate that product quality exerts a slightly stronger influence than price, suggesting that long-term competitiveness depends not only on affordability but also on consistent product performance. Therefore, management should prioritize quality standardization, barista training, quality control procedures, and continuous product innovation. In addition, the integration of customer feedback systems and digital engagement strategies may help businesses better understand evolving consumer expectations and strengthen customer loyalty in increasingly competitive markets.

Despite its contributions, this study has several limitations that should be acknowledged. First, the sample size was relatively small, consisting of only 40 respondents, which may limit the generalizability of the findings to broader consumer populations. Second, the research was conducted exclusively at Tebet Eco Park, a specific urban recreational setting, meaning that consumer behavior patterns may differ in other locations or market segments. Third, the study focused only on two explanatory variables, namely price and product quality, whereas purchasing decisions are often influenced by additional factors such as brand image, service quality, promotion, location convenience, digital marketing activities, customer experience, and social influence. Finally, the cross-sectional research design captured consumer perceptions at a single point in time and therefore could not examine changes in consumer behavior over longer periods. Based on these limitations, several directions for future research are recommended. Future studies should employ larger and more diverse samples drawn from different cities, coffee brands, and business formats to enhance the external validity of the findings. Researchers are also encouraged to incorporate additional variables such as brand image, service quality, customer satisfaction, perceived value, digital engagement, and consumer trust to develop a more comprehensive understanding of purchasing behavior. Furthermore, future investigations may utilize structural equation modeling (SEM) to explore more complex relationships, including mediating and moderating effects among variables. Comparative studies between mobile coffee businesses and conventional café models would also provide valuable insights into how different business formats influence consumer decision-making processes. Finally, longitudinal research designs could help identify changes in consumer preferences and purchasing behavior over time, particularly in response to evolving market trends and technological innovations within the coffee industry.

Implication

The findings offer several practical implications for Kopi Jago and similar coffee businesses.

First, management should maintain a competitive pricing strategy while ensuring that prices remain aligned with perceived customer value. Since a large proportion of consumers consist of students and young adults, periodic promotional programs, loyalty rewards, and bundled product offerings could enhance customer retention without substantially reducing profitability.

Second, product quality standardization should become a strategic priority. Consistent taste, aroma, freshness, and presentation across all service locations are essential for sustaining customer trust. Management should therefore implement regular barista training programs, standardized operating procedures (SOPs), and routine quality control evaluations.

Third, digital customer feedback systems should be strengthened to facilitate continuous monitoring of consumer perceptions. Mobile applications, QR-code surveys, and online review platforms may provide valuable information regarding customer expectations and areas for product improvement.

Fourth, coffee businesses operating within public recreational environments such as parks should focus on delivering convenience-oriented experiences. Consumers visiting parks often seek products that are affordable, accessible, and easy to consume while engaging in leisure activities. Therefore, integrating product quality, pricing strategy, and service convenience may create a stronger competitive position.

Finally, for emerging mobile coffee brands, the results demonstrate that long-term competitiveness depends not only on affordable pricing but also on the ability to consistently deliver high-quality products. Businesses that successfully combine these two elements are more likely to build customer loyalty and sustain growth in Indonesia's increasingly dynamic coffee market.

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