EFFECT PRICE, LOCATION, SERVICE, AND STORE ATMOSPHERE ON PURCHASE DECISIONS AT COFFE SHOP HALUNA KOFFIE

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ARTICLEINFO	ABSTRACT
Keywords: Price, Location, Service, Store Atmosphere, Purchase Decision	Haluna Koffie is one of the cafes located on Jl. Shutter No. 3 Bandung with a homie feel. Based on the level of consumption in Indonesia, it always increases every year, namely 249 thousand people in 2016 to 369 thousand people in 2021. Throughout 2021 there were fluctuations in sales decline of 48.2%. This phenomenon makes business people have to be able to create something different and are required to innovate in attracting consumers faster amid the increasingly fierce competition in the coffee shop business. This study aims to determine how much influence price, location, service, and store atmosphere have on purchasing decisions at HALUNA Koffie. The method used in this research is a quantitative method with descriptive and causal research types. This study used a sample of 100 respondents and data collection using a questionnaire method. The data analysis used is multiple linear regression. Based on the results of the study using descriptive analysis with the help of SPSS 25, it shows that price has a very good value with a score of 87.7%, location has a very good value with a score of 85.8%. service has a very good score of 89.6%, store atmosphere has a very good score with a score of 88.6%, and purchasing decisions have a very good score with a score of 88.2%. which simultaneously has a positive and significant effect on purchasing decisions
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1. INTRODUCTION

Business development in the era of globalization which is growing rapidly is a challenge and a threat for business people to be able to win the competition and maintain the viability of their business. This phenomenon will force market players to act quickly and precisely in understanding market needs and wants. In its rapid competition, many business people are trying to win the competition by taking advantage of existing business opportunities.

The growth of the food business in Indonesia is increasing, the level of competition is also getting higher, this is evidenced by the increasing number of cafes with various concepts. High competition makes companies try to attract the attention of consumers, by doing various ways such as improving service quality, store atmosphere, and considering location and price. All of these things are done to increase consumer satisfaction. With the emergence of various cafes in Indonesia, the level of consumption will always increase. The following data shows how much coffee consumption is in Indonesia.

Figure 1. Coffee Consumption in Indonesia

Based on the level of consumption in Indonesia, it always increases every year, namely 249 thousand people in 2016. Followed by the following year in 2017, namely 276 thousand people and so on

until 2021 there are 369 thousand people who consume coffee. This proves that there are many coffee connoisseurs in Indonesia. This is because Indonesia is one of the largest coffee producing and exporting countries in the world.

According to Yusuf (2021), a purchasing decision is someone who has the thought to evaluate various options and make a choice on a product or service from many choices. Store atmosphere is a stimulus that comes from a symbol or atmosphere that can affect the buyer's emotions so that the buyer finally makes a purchase decision. As time goes by, consumers don't only look at the price, product and location, but the atmosphere also plays an important role in making purchasing decisions (Mamuya, 2018).

One important variable is service. According to Kotler (Laksana, 2018), service is any action or activity that can be offered by one party to another, which is basically intangible and does not result in any ownership. A strategic location or place of business is expected to meet the expectations of business people to attract consumers, which is one of the advantages for the company, conversely if an error occurs in choosing a location it will hamper business success and automatically the maximum profit will not be felt by the company (Kotler and Armstrong, 2018). Price is one of the important factors in determining choices, and the price set is also one of the considerations for consumers to make a purchasing decision. According to Kotler and Armstrong (Krisdayanto, 2018), Price is the sum of the values that consumers make in order to obtain the product or service needed to gain profit by experiencing the benefits of a product or using it.

2. METHOD

The research method used in this study is a quantitative method with descriptive and causal research types. In the opinion of Sugiyono (2019), quantitative is a research method based on the philosophy of positivism, in which the data contains numbers that will be measured using statistics as a counting test tool, related to the problem under study to produce a conclusion and used to research in certain populations or samples, data collection uses research instruments, data analysis is quantitative/statistical in nature, with the aim of testing the established hypotheses. According to Sugiyono (2019), the descriptive research method is a type of research based on the level of explanation. A research method that aims to describe the condition or value of one or more variables independently. Causal research aims to show a causal relationship, there are independent variables (variables that influence) and dependent variables (influenced) and to see the relationship of some variables that are not certain (the relationship between variables is not absolute). The data collection technique used by researchers is a questionnaire. In the opinion of Sugiyono (2019), a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer.

3. RESULT AND DISCUSSION

Descriptive Analysis

a. Price Variable

Based on all respondents' responses to the price variable (X1), the continuum line can be described as follows:
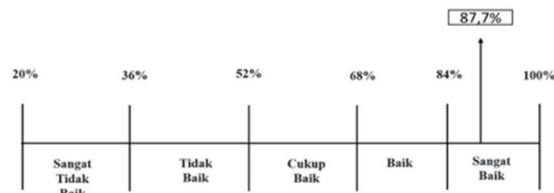

Figure 2. Price Variable

From the results of these calculations, the price variable value is 87.7%. Based on the continuum area, the price variable at HALUNA Koffie is located in a very good continuum area, namely between 84% - 100%. The statement with the highest percentage is "The menu offered by Haluna Koffie is in accordance with the price offered" with a percentage of 89.2%.

b. Location Variable

Based on all respondents' responses to the location variable (X2), it can be described as a continuum line as follows:
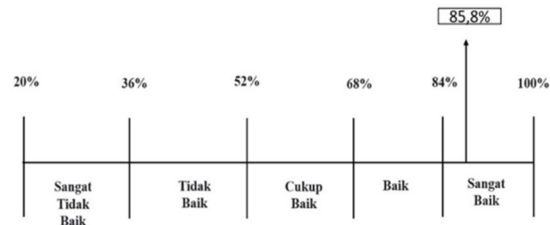
Figure 3. Location Variable

From the results of these calculations, the value of the location variable is 85.8%. Based on the continuum area, the price variable at HALUNA Koffie is located in a very good continuum area, namely between 84% - 100%. The statement with the highest percentage is "The environment around Haluna Koffie is comfortable and clean" with a percentage of 91%.

c. Service Variables

Based on all respondents' responses to the service variable (X3), it can be described as a continuum line as follows:
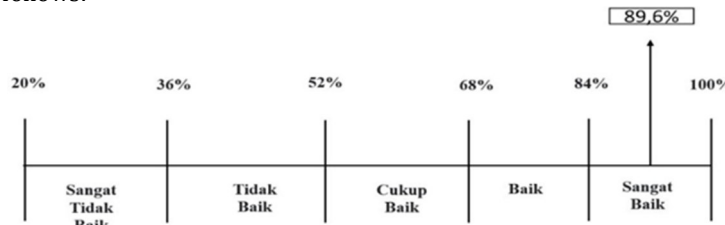

Figure 4. Service Variables

From the results of these calculations, the value of the service variable is 89.6%. Based on the continuum area, the price variable at HALUNA Koffie is located in a very good continuum area, namely between 84% - 100%. The statement with the highest percentage is "Haluna Koffie employees have a good and friendly attitude in serving consumers" with a percentage of 92%.

d. Store Atmosphere Variables

Based on all respondents' responses to the store atmosphere variable (X4), it can be described as a continuum line as follows:
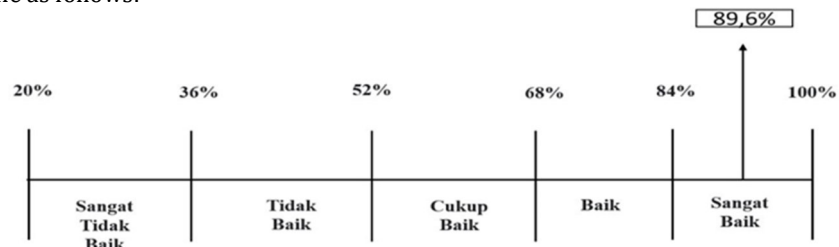

Figure 5. Store Atmosphere Variables

From the results of these calculations, the store atmosphere variable value is 89.6%. Based on the continuum area, the price variable at HALUNA Koffie is located in a very good continuum area, namely between 84% - 100%. The statement with the highest percentage is "Arrangement of Figures and posters according to the theme" with a percentage of 91%.

e. Purchasing Decision Variables

Based on all respondents' responses to the purchasing decision variable (Y), it can be described as a continuum line as follows:
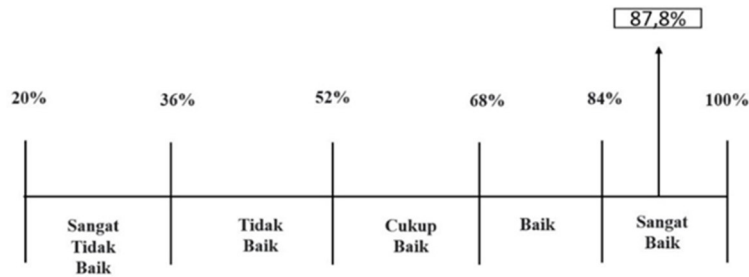
Figure 6. Purchasing Decision Variables

From the results of these calculations, the value of the purchasing decision variable is 87.8%. Based on the continuum area, the price variable at HALUNA Koffie is located in a very good continuum area, namely between 84% - 100%. The statement with the highest percentage is "The quality of Haluna Koffie products is in accordance with the price and quality I expect and Haluna Koffie has good product quality, so I will recommend it to others" with a percentage of 88%.

3.2 Classic Assumption Test
a. Normality Test

Based on the data obtained through the questionnaire, a normality test can be carried out to find out whether the data obtained is normally or not normally distributed as follows:
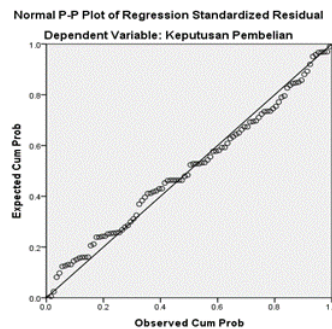

Figure 7. Normality Test

Figure 7, which is shown by the normal probability plot graph, explains that the data on the variables used are normally distributed. This can be seen by the presence of data points that spread around the diagonal line, as well as the spread of data points in the same direction following the diagonal line. If the spread of the diagonal line follows the direction of the diagonal line, the regression model meets the assumption of normality.

b. Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between the independent variables which in this study were price (X1), location (X2), service (X3), and store atmosphere (X4). The results of the multicollinearity test can be seen in table 1 as follows:

Table 1. Multicollinearity Test Results
Coefficients[a]

Collinearity Statistics	
Tolerance	**VIF**
.484	2.065
.541	1.849
.683	1.465
.505	1.982

a. Dependent Variable: Keputusan Pembelian

Effect Price, Location, Service, And Store Atmosphere On Purchase Decisions At Coffe Shop Haluna Koffie.
Haifa Salsabila, et.al

Based on the results of data processing in table 1 it can be seen based on the tolerance values for all independent variables (0.484 to 0.505) > 0.10 and the VIF level (2.065 to 1.982) < 10 so that multicollinearity does not occur. This means that there is no correlation between the variables Price (X1), Location (X2), Service (X3), and Store Atmosphere (X4).

c. Heteroscedasticity Test
Based on the data obtained from the questionnaire, a heteroscedasticity test can be carried out which aims to find out whether the variance of the residuals of one other observation is different or the same, as follows:
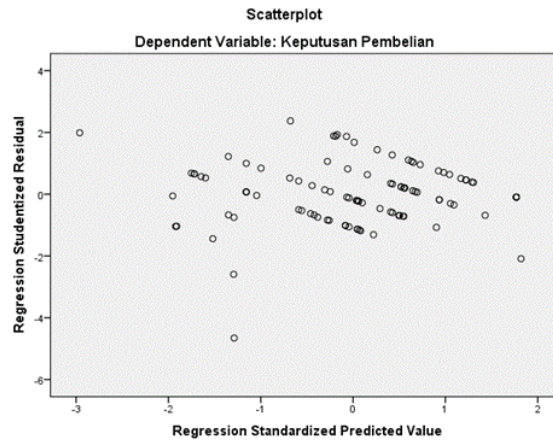

Figure 8. Heteroscedasticity Test

Based on Figure 8, it can be seen that the points spread randomly and are spread both above and below the number 0 and the Y axis. It can be concluded that there is no heteroscedasticity in the regression model, so the regression model is feasible to use in conducting tests.

3.3 Multiple Linear Regression Analysis
Multiple regression analysis is used to determine how much influence the variables of price, location, service, and store atmosphere have on purchasing decisions for HALUNA Koffie Bandung consumers. The following is a table of multiple regression test results which can also show the regression equation between these variables and the purchase decision.

Table 2. Multiple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	-.183	1.048		-.175	.862		
Harga	.319	.071	.450	4.516	.000	.484	2.065
Lokasi	.139	.050	.264	2.805	.006	.541	1.849
Pelayanan	.192	.059	.272	3.243	.002	.683	1.465
Store Atmosphere	-.134	.105	-.124	-1.269	.208	.505	1.982

a. Dependent Variable: Keputusan Pembelian

The results of data processing with SPSS 25 obtained the following regression equation: Y = - 0.183 + 0.319X1 + 0.139X2 + 0.192X3 – 0.134X4. The results of the analysis can be interpreted as follows:
a.   A constant value of -0.183 indicates that if the independent variables are price, location, service and Store Atmosphere are constant or zero then the purchase decision on HALUNA coffee is -0.183.
b.   The regression coefficient of the price variable (X1) is 0.319 indicating that every time there is an increase in the price of 1 unit assuming other variables are constant, the value of the purchase decision on HALUNA coffee increases by 0.319.

c. The regression coefficient of the location variable (X2) is 0.139 indicating that every time there is an increase in location by 1 unit assuming other variables are constant, the value of the purchase decision on HALUNA coffee increases by 0.139.
d. The regression coefficient of the service variable (X3) is 0.192 indicating that every time there is an increase in service by 1 unit assuming other variables are constant, the value of the purchase decision on HALUNA coffee increases by 0.192.
e. The regression coefficient of the Store Atmosphere variable (X4) is -0.134 indicating that every time there is an increase in store atmosphere by 1 unit assuming other variables are constant, the value of the purchase decision on HALUNA coffee decreases by 0.134.

3.4 Descriptive Analysis
a. Simultaneous Test (F Test)

Simultaneous test or F test is used to see whether there is an overall influence of the independent variables on the dependent variable. Based on data processing using SPSS 25, the output in table 3 can be produced as follows:

Table 3. Simultaneous Test Results (Test F)

ANOVAª

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	229.514	4	57.379	28.356	.000ᵇ
Residual	192.230	95	2.023		
Total	421.744	99			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Store Atmosphere, Pelayanan, Lokasi, Harga

To determine the F table with a level of significance (α) = 0.05, the formula is needed:
df1 = k-1 = 5-1 =4
df2 = n-k = 100-5 = 95
F table = 2.467 (search via excel =FINV(0.05;4;95))

Based on table 3, it can be seen from the SPSS output that the calculated F value is 28.356 > 2.467 and the sig value is 0.000 <0.05, which means that H0 is rejected and H1 is accepted, so that simultaneously or simultaneously the independent variables in this study are price, location , service, and store atmosphere have a significant effect on purchasing decisions.

b. Partial Test (t test)

To test how much the relationship of the independent variables which include price (X1), location (X2) service (X3), and store atmosphere (X4) partially to the purchase decision (Y) is used t test. How to determine ttable with a level of significance (α) = 0.05, the formula (df - n-k-1).

Table 4. Partial Test Results (t test)

Coefficientsª

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.183	1.048		-.175	.862
Harga	.319	.071	.450	4.516	.000
Lokasi	.139	.050	.264	2.805	.006
Pelayanan	.192	.059	.272	3.243	.002
Store Atmosphere	-.134	.105	-.124	-1.269	.208

a. Dependent Variable: Keputusan Pembelian

Based on these criteria, each variable can be explained as follows: T table = 1.985
1) Price Variable
Judging from the t count level of 4.516 > 1.985 (t table) and a significant level of 0.000 <0.05, it means that H0 is rejected and H1 is accepted, so that there is a partial influence of the price variable on purchasing decisions.

Effect Price, Location, Service, And Store Atmosphere On Purchase Decisions At Coffe Shop Haluna Koffie.
Haifa Salsabila, et.al

2) Location Variabl
Judging from the t count level of 2.805 > 1.985 (t table) and a significant level of 0.006 <0.05, it means that H0 is rejected and H1 is accepted, so that there is a partial influence of the location variable on purchasing decisions.
3) Service Variables
Judging from the t count level of 3.243 > 1.985 (t table) and a significant level of 0.002 <0.05, it means that H0 is rejected and H1 is accepted, so that there is a partial influence of service variables on purchasing decisions.
4) Variable Store Atmosphere
Judging from the t count level of -1.269 <1.985 (t table) and a significant level of 0.208 > 0.05, it means that H1 is rejected and H0 is accepted, so there is no store atmosphere variable influence partially on purchasing decisions.

c. Coefficient of Determination (R^2)
The coefficient of determination (R^2) is used to determine the percentage change in the dependent variable, whether price, location, service, and store atmosphere really have a simultaneous effect on the purchasing decision variable. The results of the calculation of R^2 can be seen in table 5 as follows:

Table 5. Results of the Coefficient of Determination (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.711[a]	.506	.485	1.09518

a. Predictors: (Constant), Store Atmosphere, Pelayanan, Lokasi, Harga
b. Dependent Variable: Keputusan Pembelian

The formula for the coefficient of determination is Kd = r^2 x 100%. Based on the results of the table above, it is known that the value of r^2 is 0.506. Then the calculation of the coefficient of determination is as follows:

$$Kd = 0,506 \text{ x } 100\%$$
$$= 50,6\%$$

Based on the calculations in table 5 the coefficient of determination of the acquisition value is 50.6%. From this value it can be interpreted that the magnitude of the influence of the price, location, service, and store atmosphere variables is 50.6%, while the remaining 49.4% is influenced by other variables not examined in this study.

4. CONCLUSION
Based on the results of research and discussion on "The Influence of Price, Location, Service, and Store Atmosphere on Purchasing Decisions at HALUNA Koffie", it can be concluded as follows: the price variable is proven to have a significant and partial effect on purchasing decisions with a t-test value of (4.516) > (1.985) with a significance value of 0.000 <0.05. The location variable is proven to have a significant positive effect and has a partial effect on purchasing decisions with a t-test value of (2.805) > (1.985) for a significance value of 0.006 <0.05. The service variable has a significant positive effect and partially influences purchasing decisions with a t-test value of (3.243) > (1.985) with a significance value of 0.002 <0.05. The Store Atmosphere variable has no partial effect on purchasing decisions with a t test value of (-1.269) < (1.985) for a significance value of 0.208 > 0.05. The effect of price, location, service, and store atmosphere on purchasing decisions at HALUNA Koffie Bandung has a significant effect on purchasing decisions. With the calculations obtained from the F test, namely F count of 28.356 > 2.467 and a sig value of 0.000 <0.05 and a value of 50.6 was obtained.

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