

DETERMINANTS OF PURCHASE DECISIONS AT TAMELO ROOF CAFÉ: PRODUCT QUALITY, PRICE PERCEPTION, LOCATION, PROMOTION AND PHYSICAL FACILITIES FOOD AND BEVAREGES PRODUCTS

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ARTICLE INFO

Keywords:

Perceived Price, Product Quality, Location, Promotion, Physical Facilities, Purchase Decision

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ABSTRACT

This study aims to analyze the determinants of purchasing decisions at Tamelo Atap Café, which are influenced by product quality, price perception, location, promotion, and the physical facilities of food and beverage products. sources and research data using primary data obtained through distributing questionnaires; the research data was given to 100 respondents. Data collection techniques in research use purposive sampling. Data processing uses Partial Least Square (PLS) SmartPLS 3.0. Partially, the results of the study found that there was a positive but not significant influence on product quality on purchasing decisions; there is a positive and significant influence of location on purchasing decisions; there is a positive but not significant influence of price perceptions on purchasing decisions; there is a positive and significant influence of promotion on purchasing decisions; and there is a positive and significant influence of physical facilities on purchasing decisions.

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1. INTRODUCTION

The development of the food and goods business is currently increasing, in line with increasing consumer behavior, especially among the Millennial generation, and easy access to many things, be it transportation or technology. This makes the food and beverage business in great demand today. Moreover, food and shelter are basic needs of humans themselves. In addition to people's strong desire for beverage-related products and services, the food and beverage industry is currently able to capture broad consumer attention. One of the food and goods businesses in Depok is Tamelo Atap Café, which opened on September 9, 2019 and has a coffee in the air concept that was initiated as the first rooftop restaurant in Depok. With a menu that varies from snacks to heavy meals, various drink variants are available, especially for coffee lovers. However, if consumers do not like coffee-flavored drinks, they still have many choices, such as creations from healthy drinks such as tea, juice, and milk. Prices for the rooftop café concept are still relatively affordable, with the drink menu ranging from Rp. 12,000 to Rp. 45,000, and the food menu ranging from Rp. 28,000 to Rp. 90,000. The number of consumers who came to Tamelo Atap Café from July to September 2022 is shown in the following table:

Tabel 1
The frequency of customers who come di Tamelo Atap Cafe

No.	Bulan	Jumlah Konsumen
1	Juli	4.113
2	Agustus	4.065
3	September	3.956

Sumber : Tamelo Atap Café. Oktober 2022

From Table 1. It can be seen that the number of visitors to Tamelo Atap Café from July to September 2022 always experiences a decrease. Business actors must have a good marketing strategy in order to make consumers decide to buy the products being marketed. The results of the study (Dea Rosita et al., 2020), with the conclusion that the increasing number of requests for a product indicates that a business can be said to be growing. To influence consumer purchasing decisions optimally, an

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appropriate marketing strategy is needed. Based on the results of research (Sutrisno et al., 2018), the marketing mix is a marketing management concept that aims to develop marketing strategies that can assist companies in influencing consumer purchasing decisions in line with the company's goal of getting the attention of their target market.

2. METHOD

The object of this study is to examine purchasing decisions that are influenced by the marketing mix at Tamelo Atap Café, located at the Grand Taman Melati Margonnda 2 Apartment, Tower C, 25th Floor, Depok City. The population in this study is all consumers who have made purchases at Tamelo Atap Café. While the technique of sampling in this study used a non-probability sampling technique by means of purposive sampling, The criteria for taking samples in this study were consumers who had purchased food and goods in the last 3 months at Tamelo Atap Café. This study uses primary data collected in the form of a questionnaire filled out by 100 consumers who have purchased food and beverage products at Tamelo Atap Café in the last 3 months.

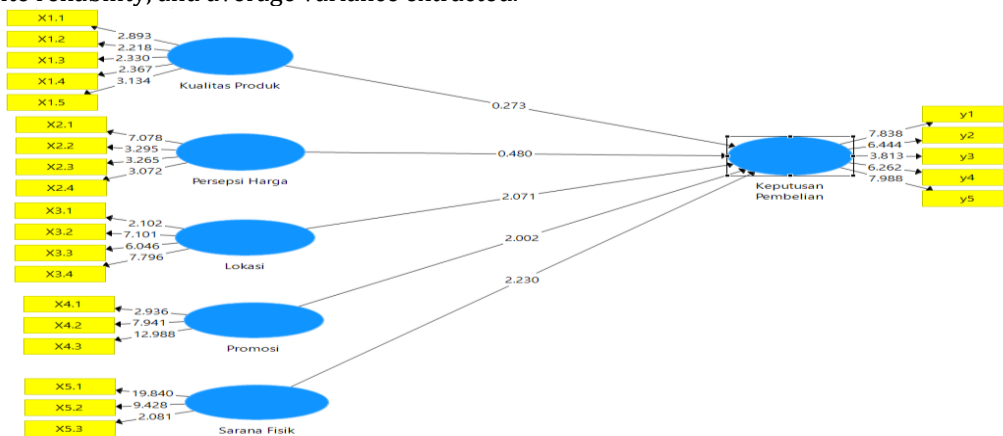
3. RELUST AND DISCUSSION

Statistical Data Analysis

The method of statistical analysis in this study is to test the hypothesis using partial least squares (PLS). PLS is an alternative method of analysis with structural equation modeling (SEM) based on variance. The advantage of this method is that it does not require assumptions and can be estimated with a relatively small number of samples. In structural equation modeling, there are two types of models that are formed: the measurement model (the outer model) and the structural model (the inner model). Data processing in this study uses SmartPLS 3.0 software. The following is the result of calculating the outer model and inner model:

Analysis of Measurement Results or the Outer Model

In this study, there are criteria for testing indicators using data analysis techniques with SmartPLS 3.0 to assess validity and reliability with the outer model through convergent validity, discriminant validity, composite reliability, and average variance extracted.



Source: smartpls output, 2022

Outer Model Analysis

Testing the model (the outer model) is used to determine the specification of the relationship between latent variables and their manifest variables. This test includes convergent validity, discriminant validity, and reliability. Convergent Validity The converging validity of the measurement model with reflexive indicators can be seen from the correlation between the item or indicator score and the construct score. Individual indicators are considered reliable if they have a correlation value above 0.70. However, in the scale development stage of research, loading 0.50 to 0.60 is still acceptable. Based on the value of the result for outer loading, it shows that there is an indicator that has a loading below 0.60 and is significant.

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Tabel 2. Construct Reliability and Validity

Variable	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
Keputusan Pembelian	0.429	0.787	0.669
Kualitas Produk	0.300	0.681	0.418
Lokasi	0.470	0.773	0.628
Persepsi Harga	0.381	0.705	0.479
Promosi	0.505	0.744	0.504
Sarana Fisik	0.562	0.779	0.615

Source: smartpls output, 2022

Based on table 2 above, the average variance extracted (AVE) value for each variable is product quality. Price perception, brand image, and marketing performance have constructs > 0.50, meaning all constructs are reliable. Thus, it can be stated that each variable has high discriminant validity. In table 2 above, the composite reliability value of each variable shows a construct value > 0.60. These results indicate that each variable meets composite reliability, so it can be concluded that all variables have a high level of reliability. According to table 2, the Cronbach's alpha value for each variable is greater than 0.70 and less than 0.70. This shows that each research variable has met or has not met the requirements for Cronbach's alpha value. high and medium levels of reliability. Based on the output in Table 2, it can be concluded that the indicators used in this study already have sufficient discriminant validity in compiling their respective variables.

Inner model analysis

Evaluation of the structural model (inner model) is carried out to ensure that the structural model built is accurate. The stages of analysis carried out in the evaluation of the structural model can be seen from several indicators, namely:

Table 3. R-Square

Matrix	R Square	R Square Adjusted
Keputusan P...	0.466	0.438

Source: smartpls output, 2022

Based on table 3 above, it shows that the R-squared value for the purchasing decision variable is 0.466. This means that there is a positive and quite strong relationship between product quality, perceived price, location, promotion, physical facilities, and purchasing decisions. Meanwhile, the adjusted R-Square value for the purchase decision variable is 0.438, or 43.8%. This shows that the variables of product quality, price perception, location, promotion, and physical facilities have an effect on 43.8% of purchasing decisions, and the remaining 46.2% are influenced by other variables.

Hypothesis test

Hypothesis testing in this study was carried out by looking at t-statistics and P-values. If the t-statistics value is greater than 1.96 and the P-values are less than 0.05, the hypothesis is considered accepted. The following are the results of the path coefficients of direct influence:

Tabel 4- Path Coefficients (Pengaruh Langsung)

	Pengaruh langsung (direct effect)	Koefisien parameter	t-statistics	P-values	Hasil
H ₁	Kualitas produk--> keputusan pembelian	0.031	0.273	0.785	Ditolak

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H ₂	Lokasi --> pembelian	keputusan	0.241	2.071	0.039	Diterima
H ₃	Persepsi harga → pembelian	keputusan	0.047	0.480	0.631	Ditolak
H ₄	Promosi → pembelian	keputusan	0.212	2.002	0.046	Diterima
H ₅	Sarana fisik → pembelian	keputusan	0.330	2.230	0.026	Diterima

Source: smartpls output, 2022

4. CONCLUSION

Based on the results of the study, it can be concluded that there is a positive but not significant effect of product quality on purchasing decisions. Location has a positive and significant impact on purchasing decisions. Price perceptions have a positive but insignificant influence on purchasing decisions. Promotion has a positive and significant impact on purchasing decisions. There is a positive and significant influence of physical facilities on purchasing decisions.

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