


# The Influence of Product Quality and Promotion on Purchasing Decisions of Janji Jiwa Palembang Coffee

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Article Info	ABSTRACT
<b>Keywords:</b> Product Quality, Promotion, Purchase Decision	This study aims to analyze the Influence of Product Quality and Promotion on the Purchase Decision of Janji Jiwa Palembang Coffee. This study uses a descriptive quantitative method and with a sample of 399 respondents. The data analysis method used non-probability sampling, purposive sampling, and multiple regression with the SPSS version 21 test tool. Based on the results of the study, it was shown that the variables of Product Quality, Motivation, Promotion, and Lifestyle had a significant and positive effect partially or simultaneously on the Purchase Decision of Janji Jiwa Coffee Palembang.
This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license 	<b>Corresponding Author:</b> Reza Madira Agusty Department of Management, Multi Data University Palembang Jl. Rajawali No.14, 9 Ilir, Kec. Ilir Tim. II, Kota Palembang, Sumatera Selatan 30113 Email: Rezamadira17@mhs.mdp.ac.id

## INTRODUCTION

In today's modern era, especially in the business world, developments are very rapid, one of which is the food and beverage industry in the coffee sector (Khristianto et.al, 2023). Initially, coffee was first discovered in the Ethiopian highlands in the 9th century. In the 15th century, coffee began to spread and was known by the Muslim community as a drink that helps the body stay awake during worship. In the 16th century, coffee also became popular in various regions, such as Egypt, Persia, Cairo, Mecca, and Istanbul. In these various regions, coffee shops began to emerge which were often used as places to interact socially, politically, and culturally, or better known as "qahveh khaneh". The rapid development of coffee shops is most visible in urban areas, where people's lifestyles tend to be more consumptive compared to rural residents. This is also supported by research presented by Ompusunggu and Djawahir (Khristianto et al., 2023), which states that consumption levels in big cities are much higher, making urban areas fertile ground for the growth of modern coffee businesses.

One successful example is Kopi Janji Jiwa, which uses a unique approach in its sales concept. This shop carries the fresh to cup principle, where the coffee served is always fresh and ready to drink, providing a practical and comfortable experience for its customers. In addition, Janji Jiwa also utilizes the advantages of local coffee beans, namely robusta coffee from Sumatra, which is one of the main factors in the attraction of this shop. By

prioritizing the quality of distinctive local coffee, Janji Jiwa is able to attract the interest of coffee lovers to try and continue to enjoy their products.

Janji Jiwa Coffee Shop was first launched on May 15, 2018, carrying the fresh-to-cup concept that emphasizes the presentation of original local Indonesian coffee with a classic and authentic taste. In its development, this shop has reached quite far locations, including the city of Timika in Papua, showing the wide reach of this brand. Founded by Billy Kurniawan, who serves as CEO, Janji Jiwa operates under the Jiwa Group and has been committed to providing a high-quality coffee experience to the community.

Currently, Janji Jiwa has become the largest coffee shop chain in Indonesia, with more than 900 outlets spread across more than 100 cities. This achievement makes it one of the main players in the local coffee industry. In addition, Janji Jiwa is also recognized as the only local coffee shop to receive an award from MURI in 2019, and was named Top Brand for five consecutive years, namely 2020, 2021, 2022, 2023, and 2024. Finally, they also received an award as Brand of the Year for the "Retail Coffee" category for two consecutive years, namely 2022 and 2023. All of these achievements further strengthen Janji Jiwa's position as a leading and innovative brand in the Indonesian retail business market. The following is the Top Brand Index data for coffee shops from 2020 to 2024, presented in the following table.

**Table 1.** Top Brand Index of Coffee Shops

Brand	2020	2021	2022	2023	2024
Promise of the Soul	29.80%	39.50%	38.30%	39.50%	44.80%
Coffee Memories	39.90%	36.70%	42.60%	38.40%	39.00%
Kulo	13.60%	12.40%	10.20%	6.30%	5.40%
Fore	5.10%	6.40%	6.50%	7.50%	6.90%

Source: Top Brand Index (2020-2024)

Based on the data in Table 1.1 above, it can be seen that Kopi Janji Jiwa experienced an increase in the Top Brand Index ranking from 2020 to 2024, with a percentage level in 2020 of 29.80%. Then in the following year, namely in 2021, there was a fairly high increase of 9.7% so that the percentage became 39.5%. However, in 2022 there was a decrease of 1.2% so that the percentage became 38.30%. And again there was an increase in 2023 by 1.2% so that the percentage again increased to 39.50%. In 2024, there was an increase of 5.3% to 44.80%. However, with the decrease in percentage in 2022, it did not lower the ranking in the Top Brand Index so that Kopi Janji Jiwa remained in first place.

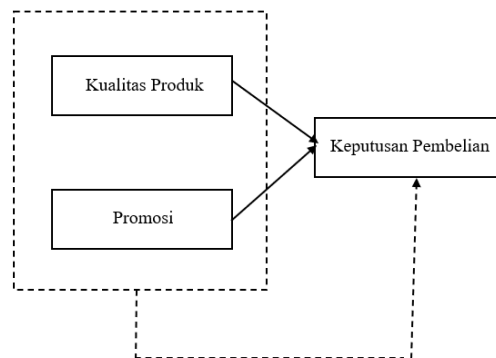
According to Wardhana (2024, p.123) mentions that purchasing decisions are a collection of alternatives owned by consumers before deciding to make a purchase. Purchasing decisions can be interpreted as a choice determined by customers to buy an

item they want. By considering and choosing a good product and seeing the quality of the product provided, customers feel satisfied with the products that have been marketed.

According to Wardhana (2024, p.78)) Product Quality is the main factor that consumers consider before deciding to make a purchase. Consumers pay more attention to products that have good quality so that it will increase their trust and decide to make a purchase of the product.

According to Wardhana (2024, p.120) Promotion is an effort to market a product to influence consumer awareness and shape their perception of a product or brand so that they decide to make a purchase. According to Khan (Wardhana, 2024, p.16) Promotion with the words Sale, Discount, or Cheap Bazaar can trigger a person's desire to shop even if it is not based on urgent needs.

Based on the description of the background of the problem above, the researcher wants to conduct further research and write it in the form of a thesis entitled "The Influence of Product Quality and Promotion on Purchasing Decisions for Janji Jiwa Palembang Coffee" with the framework of thought used in this study as follows:



**Figure 1.** Framework

Figure 1, research framework explaining the relationship between the Independent variables of Product Quality and Promotion and the Dependent variable of Purchasing Decisions, both partially and simultaneously.

## METHOD

The research used in this study is descriptive research with a quantitative approach. In the book *Qualitative and Quantitative Research Methods* Jaya (2023, p.6-7), quantitative research is a form of research that obtains new results through the use of statistics or it can be explained that quantitative research is carried out using quantification. This study uses a quantitative method because this study is a study that tests how much influence Product Quality and Promotion have on Purchasing Decisions.

According to Jaya (2023, p.25) The Research Object is the core of the problem that will be studied to obtain more structured data. In this study, the objects are Product Quality, and Promotion towards Purchasing Decisions. According to Jaya (2023, p.25) The Research Subject is a person, place, or object that is studied in order to be the target of the research. In this study, the subject is Kopi Janji Jiwa Palembang. According to Jaya (2023, p.73) Population is the number of units of all individuals which can be a collection of people, institutions, and objects whose characteristics will be studied. The population in this study are people who have made a purchase transaction at least 1 time at Kopi Janji Jiwa Palembang. The sampling technique used in this study is non-probability sampling with the method used being quota sampling. The number of samples in this study was 399 people with the type of instrument used being a questionnaire.

## RESULTS AND DISCUSSION

### Multiple Linear Regression

**Table 2.** Multiple Linear Regression Test Results

		Coefficients <sup>a</sup>				
Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	3,881	1.201		3.231	.001
	Product Quality	.266	.074	.188	3,595	.005
	Promotion	.252	.076	.180	3.316	.018

Based on the SPSS output above, the multiple linear regression equation is obtained:  
 Purchase Decision = 3.381 + 0.266 Product Quality + 0.252 Promotion

With a constant value of a of 3,881, it means that when all independent variables (Product Quality and Promotion) are constant or considered to have a fixed value, then the dependent variable (Purchase Decision) has a value of 3,881. For the Product Quality variable, it has a regression coefficient value of 0.266, indicating that the Product Quality variable has a positive effect, meaning that if the Product Quality variable increases by 1, the Purchase Decision also increases by 0.266 or 2.66%. While the Promotion variable has a regression coefficient value of 0.252. Indicating that the Promotion variable has a positive effect, meaning that if the Promotion variable increases by 1, the Purchase Decision also increases by 0.252 or 2.52%.

### Partial Test (t-Test)

**Table 3.** Partial Test Results (t-Test)

		Coefficients <sup>a</sup>				
Model		Unstandardized Co- efficients		Standardize d Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,881	1.201		3.231	.001
	Product Quality	.266	.074	.188	3,595	.005
	Promotion	.252	.076	.180	3.316	.018

Based on table 2, In the Product Quality variable, a significance value of  $0.005 < 0.05$  and  $t \text{ count } 3.595 > t \text{ table } 1.966$  was obtained. Thus it can be concluded that there is an influence of the Product Quality variable on Purchasing Decisions, while in the Promotion variable, a significance value of  $0.018 < 0.05$  and  $t \text{ count } 3.316 > t \text{ table } 1.966$  was obtained. Thus it can be concluded that there is an influence between the Promotion variable and Purchasing Decisions.

### F Test (Simultaneous Test)

**Table 4.** F Test Results (Simultaneous Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	662,129	2	165,532	24,891	.000 <sup>b</sup>
	Residual	263,533	397	6,650		
	Total	2699.746	399			

Based on Table 3, the calculated F value is  $23.891 > F \text{ table } 2.39$  with a significance value (Sig.) of  $0.000 < 0.05$ . So  $H_0$  is rejected,  $H_a$  is accepted. This hypothesis test proves that Product Quality and Promotion have a simultaneous effect on Purchasing Decisions.

### The Influence of Product Quality on Purchasing Decisions

The results of this study indicate that the Product Quality variable (X1) partially has a significant positive effect on purchasing decisions with a calculated coefficient value of  $3.595 >$  from  $t \text{ table } 1.649$  with a significance level of  $< 0.05$ . So it can be concluded that Product Quality has a partial effect on purchasing decisions.

### The Effect of Promotion on Purchasing Decisions

The results of this study indicate that the Promotion variable (X2) partially has a significant positive effect on purchasing decisions with a coefficient value of  $t \text{ count}$  with a

result of  $3.316 >$  from t table 1.649 with a significance level of  $<0.05$ . So it can be concluded that Promotion has a partial effect on purchasing decisions.

## CONCLUSION

The Product Quality and Promotion variables have a positive and significant partial effect on the Purchase Decision variable of Janji Jiwa Palembang Coffee. The Product Quality and Promotion variables have a positive and significant simultaneous effect on the Purchase Decision of Janji Jiwa Palembang Coffee. It can be said that these variables have an influence on the Purchase Decision of Janji Jiwa Palembang Coffee. Based on the results of the research that has been conducted, the researcher makes several suggestions, namely: 1) For Companies. This research is expected to be used as a reference in applying the variables of Product Quality and Promotion to Purchasing Decisions and is expected to provide input and suggestions for Janji Jiwa Palembang so that the company's performance in the target market in the future can be further improved and better. 2) For Further Research. In this study, it explains each independent variable as a whole that what variables are able to influence the Purchasing Decision, therefore it is suggested to further researchers to add other variables outside this study. And it is hoped that this study can be used as a comparative and reference material for research and as a consideration to deepen further research.

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