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Analysis of Factors Determining Customer Decisions Towards Purchasing Medan Cold N Brew Coffee Using Binary Logistic Regression

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ABSTRACT
This study aims to analyze the factors that influence customer purchasing decisions for Cold N Brew coffee products in Medan City. The independent variables studied include consumer behavior, price, and product quality. The method used in this study is a quantitative method with a binary logistic regression approach, where the dependent variable is binary (purchase or not purchase). Data were collected through distributing questionnaires to 50 respondents who are Cold N Brew customers. The results of the study indicate that partially and simultaneously, the three independent variables have a significant effect on purchasing decisions. The significance value of each variable, namely consumer behavior (0.002), price (0.001), and product quality (0.002), with a Nagelkerke R Square value of 0.437. This indicates that the model built can explain 43.7% of the variability in purchasing decisions, while the rest is influenced by other variables outside the model. Based on these results, Cold N Brew management is advised to continue improving product quality, adjusting pricing strategies, and building closeness with customers to strengthen loyalty and increase purchasing decisions.

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INTRODUCTION

The coffee industry in Indonesia has experienced very rapid development in recent years. One type of coffee that's currently popular is Cold 'N' Brew Coffee, which has a distinctive flavor and refreshing presentation, perfect for Indonesia's tropical climate. Cold 'N' Brew Coffee is prepared differently from traditional coffee, by steeping the coffee in cold water for several hours to produce a smoother, less bitter flavor.

Some factors commonly considered to influence purchasing decisions include product price, taste quality, promotional effectiveness, packaging appearance, store location, and customer experience while consuming the product. Factors influencing consumer decision-making include influential stimuli related to economic, financial, technological, political, cultural, and other issues. This stimulation comes from information about products, prices, locations and promotions. In service marketing, physical evidence, people, and processes

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are further enhanced. Buyers are influenced by these stimuli, then, when other factors such as financial, cultural, and technological factors are considered, all of this information enters the consumer's black box. Understanding these factors is crucial for Cold N Brew to design a more targeted marketing strategy. Competition in the specialty coffee industry in Medan is increasingly fierce, with various coffee brands offering similar products at competitive prices. Therefore, it is crucial for Cold N Brew to clearly understand the determining factors in consumer purchasing decisions in order to increase customer loyalty and drive product sales (Ezni and Setyowardhani, 2017).

To gain a better understanding of the factors that influence purchasing decisions, this study uses a logistic binary regression approach. Binary logistic regression is a statistical method used to model the relationship between a binary dependent variable (such as a decision to buy or not to buy) and independent variables that are continuous or categorical. In this context, the dependent variable is the decision to purchase Cold N Brew coffee, which has a value of 1 (buy) or 0 (do not buy), while the independent variables include factors assumed to influence that decision, such as price, taste, promotion, and demographic factors such as consumer age and income.

This method is particularly suitable because the dependent variable is binary, namely whether or not a consumer will purchase a product. Binary logistic regression can also provide information on the contribution of each factor to a purchasing decision and the probability of a purchase based on the combination of factors.

In this study, the factors considered as independent variables include price, taste quality, promotional influence, as well as location factors and ease of access to the Cold N Brew shop. In developing the binary logistic regression model, the data used was obtained through a survey of consumers who had visited or purchased Cold N Brew coffee in Medan. The survey included questions regarding factors considered important in purchasing decisions, as well as demographic data such as age, gender, and income .

Understanding Consumer Behavior

Consumer behavior is the behavior of searching for, purchasing, evaluating, using, and spending on products and services that consumers expect can meet their needs. This action involves a single study of purchases and exchanges, including goods and services, experiences, acquisition of ideas, consumption, and production (Mauludin, et al. 2022).

Understanding Price

Price reflects the value consumers perceive for a product. Consumers compare price with the benefits they receive to determine whether a product is worth purchasing (Ananda et al., 2020).

Understanding Product Quality

Product quality is how the product is described as being able to provide something that can satisfy consumers. Kotler and Keller (2017: 121) state that product quality is the ability of a product to perform its function, including durability, reliability, accuracy, ease of operation and repair and other valuable attributes.

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Understanding Consumer Purchasing Decisions

Purchasing decision is an attitude where a consumer actually buys (Lubis & Hidayat, 2017). Purchasing decision is the process of selecting from two or more alternative consumer purchasing choices, meaning that a person can make a decision about which goods to buy, in addition to that there must be several alternative choices available.

Conceptual Framework

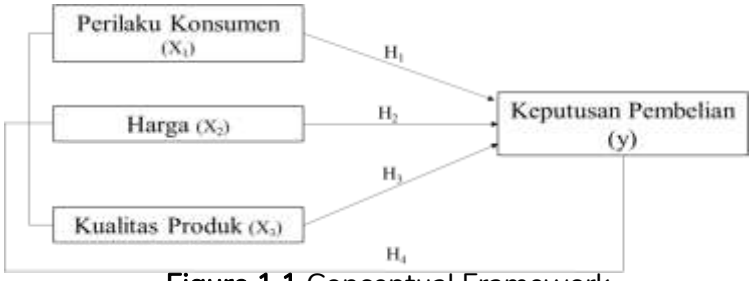

Figure 1.1 Conceptual Framework

Research Hypothesis

H1 : There is an influence of consumer behavior on customer purchasing decisions for Cold N Brew coffee.

H2 : There is an influence of price on customers' purchasing decisions for Cold N Brew coffee.

H3 : There is an influence of product quality on customer purchasing decisions for Cold N Brew coffee.

H4 : There is an influence of consumer behavior, price and product quality on customer purchasing decisions for Cold N Brew coffee .

METHODS

Place and Time of Research

This research will be conducted at Cold N Brew Coffee, located at Jl. Abdullah Lubis No. 77, Merdeka, Medan Baru District, Medan City, North Sumatra. The research period will be from June 2024 to August 2024 .

Research Approach

The research approach used is a quantitative one. A quantitative approach is a research method used to test specific theories by examining the relationships between variables. The collected data is in the form of numbers that can be analyzed statistically to obtain valid and accurate information on the problem being discussed (Siroj et al., 2024).

Population and Sample

According to Sugiyono (2018), a population is a complete collection of all elements that meet certain criteria to be used as research subjects. The population of this study was all Kopi Cold N Brew customers in the Medan area. This includes consumers who have purchased or are likely to purchase Kopi Cold N Brew products within a specific period.

Sample size is determined using the Slovin formula, which helps researchers determine the number of respondents needed to represent the population with a certain

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level of confidence. The Slovin formula is as follows. Based on the predetermined sample selection criteria, 37 respondents were successfully selected as samples in this research.

$$n = \frac{N}{1 + Ne^2}$$

Where :
n = sample size
N = population size
e = margin of error (e.g., 5% or 0.05)

Data collection technique

In this study, data collection related to the problems studied by the researcher was carried out in the following ways:

1. Questionnaire. A questionnaire is a data collection instrument containing a series of structured questions given to respondents to obtain information related to research variables.
2. Documentation study. Documentation study involves collecting data from relevant documents, such as sales reports, customer demographic data, and promotional materials. This method helps in obtaining secondary data to support the analysis (Setiyanto, 2024).

Data Types and Sources

The type of data used in this study is quantitative data. Quantitative data is data in the form of numbers and can be measured numerically (Amilia, 2017). There are two types of data sources used in this study :

1. Primary data sources. Primary data sources are data collected directly by researchers from respondents or research objects to answer research questions. This data is original and has never been processed before (Santoso and Nugroho, 2022).
2. Secondary data sources. Secondary data sources are data collected from pre-existing documents or sources. This data is usually processed by another party before being used by the researcher (Pratama, 2023).

Operational Definition

As defined by Sugiyono (2020), research variables reflect the attributes, characteristics, or values of individuals, objects, or activities that vary and are the focus of analysis and drawing conclusions by researchers .

Table 2.1 Operational Definitions

Variables	Understanding	Indicator	Scale
Transaction Recording Habits	According to Khadijah & Purba (2021), transaction recording is the activity of recording financial transactions systematically and chronologically as a marker that a transaction has occurred.	1. Recording Frequency 2. Consistency of Recording 3. Completeness of Recording	Likert
Financial Literacy	According to Susetyo & Firmansyah (2023), financial literacy can be defined as an	1. Understanding Basic Financial	Likert

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Variables	Understanding	Indicator	Scale
	individual's capacity to understand and use information to implement financial decisions wisely.	Concepts 2. Ability to Manage Personal Finances 3. Understanding of Financial Products	
Budget Management	According to Pradila et al. (2024), budget management is the process of planning and controlling income and expenditure in order to achieve organizational goals in a structured, transparent, and accountable manner.	1. Budget Planning 2. Expenditure Control Budget Monitoring and Evaluation	Likert
Individual Finance	According to Thaha (2021), individual finance is a personal financial management activity that includes managing income, expenses, savings, protection, and investment to achieve financial success.	1. Financial Stability 2. Financial Satisfaction 3. Preparedness for Financial Emergencies	Likert

Source: Processed data, 2025

Validity and Reliability Test of Variable Instruments.

Validity Test

Validity testing aims to ensure that a research instrument measures what it is supposed to measure. In the context of this research, validity testing was conducted to ensure that questions in the questionnaire or instrument related to consumer behavior, price, product quality, and purchasing decisions were truly relevant to the variables being measured (Saputri, 2021). Validity testing was conducted using the Pearson Product-Moment correlation to examine the relationship between each item's score and the total variable score.

Validity Criteria:

a. If the calculated r value > r table, then the item is valid.
b. If the calculated r value ≤ r table, then the item is invalid and needs to be corrected or deleted (Hasan, 2022).

Table 2.2 Results Test Validity Variables

Variables	Mark Test Validity	Mark Significance	Results
Consumer Behavior	0.359	0.279	Valid
	0.580	0.279	Valid
	0.307	0.279	Valid
	0.294	0.279	Valid
	0.512	0.279	Valid

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Variables	Mark Test Validity	Mark Significance	Results
	0.332	0.279	Valid
	0.400	0.279	Valid
	0.365	0.279	Valid
	0.439	0.279	Valid
	0.523	0.279	Valid
Price	0.443	0.279	Valid
	0.460	0.279	Valid
	0.376	0.279	Valid
	0.282	0.279	Valid
	0.375	0.279	Valid
	0.370	0.279	Valid
	0.410	0.279	Valid
	0.291	0.279	Valid
	0.462	0.279	Valid
	0.559	0.279	Valid
Quality Product	0.280	0.279	Valid
	0.366	0.279	Valid
	0.461	0.279	Valid
	0.535	0.279	Valid
	0.401	0.279	Valid
	0.429	0.279	Valid
	0.468	0.279	Valid
	0.307	0.279	Valid
	0.313	0.279	Valid
	0.395	0.279	Valid
Decision Purchase	0.527	0.279	Valid
	0.307	0.279	Valid
	0.306	0.279	Valid
	0.375	0.279	Valid
	0.527	0.279	Valid
	0.287	0.279	Valid
	0.375	0.279	Valid
	0.459	0.279	Valid
	0.618	0.279	Valid
	0.518	0.279	Valid

Source: Processed data, 2025

Reliability Test

Reliability testing aims to measure the consistency of research instruments. An instrument is said to be reliable if the measurement results are consistent when repeated measurements are taken. Reliability calculations use the Cronbach's Alpha method through statistical applications such as SPSS or other software.

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Reliability Criteria:

a. If the Cronbach's Alpha value ≥ 0.70 , then the instrument is reliable.
b. If the Cronbach's Alpha value is < 0.70 , the instrument is considered less reliable and needs to be revised (Pratama, 2020).

Table 2 . 3 Results Test Reliability Variables

Variables	Mark Test Reliability	Results
Consumer Behavior	0.720	Reliabel
Price	0.810	Reliabel
Quality Product	0.863	Reliabel
Decision Purchase	0.857	Reliabel

Source: Processed data, 2025

Based on the findings of the Cronbach's alpha value, where the value exceeds 0.60, it is understood that all the variables tested have met the reliability requirements.

Binary Logistic Regression Method

Tobit regression is a regression model that can be used to analyze a problem with a censored response variable. Censored means that the response variable (Y) has a mixed data structure derived from discrete and continuous distributions.

General Model of Binary Logic Regression

Binary logistic regression is a statistical method useful for examining the relationship between a categorical response variable (Y) and two or more predictor variables (X) to form a regression model. The logit model is a response model that uses a dependent variable with a probability between 0 and 1 .

RESULTS AND DISCUSSION

Test Regression Binary Logistics

Table 3. 1 Sample study

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	50	100.0
	Missing Cases	0	.0
	Total	50	100.0
Unselected Cases		0	.0
Total		50	100.0

a. If weight is in effect, see classification table for the total number of cases.

Source: Processed data, 2025

T abel 3.1 Case Processing Summary shows that s e all data used in research this is a lot 50 responden has succeed in the process analysis. This can be seen from the column " Included in Analysis " which notes the number of cases is so many 50 data with persentase 100.0%.

There is no missing caseses , which mean all the resources provide support complete answer to all instrumen which are given. With Thus , the data does not experience any problems lost values or gaps that can interfere with the validity of the analysis results .

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Table 3. 2 Categories Variables Dependent

Dependent Variable Encoding

Original Value	Internal Value
Tidak melakukan pergantian auditor	0
Melakukan pergantian auditor	1

Source: Processed data, 2025

The dependent variable has two categories, namely not performing an auditor change (0) and performing an auditor change (1).

Table 3. 3 Block 0 - Beginning Block

Iteration History[a,b,c]

Iteration		-2 Log likelihood	Coefficients Constant
Step 0	1	64.110	.640
	2	64.104	.663
	3	64.104	.663

a. Constant is included in the model.
b. Initial -2 Log Likelihood: 64.104
c. Estimation terminated at iteration number 3 because parameter estimates changed by less than .001.

Source: Processed data, 2025

The first iteration shows a -2 Log Likelihood value of 64.110, which then decreases to 64.104 in the second iteration and remains stable in the third iteration. This stabilization indicates that the parameter change in the third iteration is less than 0.001, causing the system to stop the iteration because the estimation results have reached a convergence level. This is reinforced by the footnote (c) in the table, which states that the estimation was stopped at the third iteration due to the very small change in parameter estimates.

The coefficient value of the constant (intercept) also undergoes a slight change, from 0.640 in the first iteration to 0.663 in the second and third iterations. This reflects the initial logit value of the model without predictors, which is based solely on the baseline probability. This initial -2 Log Likelihood value (64.104) will later be compared with the -2LL value in Block 1, when all independent variables are included. If the value decreases significantly, it indicates that the model with predictors has better predictive ability. The value of -2 Log Likelihood < Chi-Square Table (64.104 < 66.338) leads to the conclusion that the model before the inclusion of variable X has met the testing requirements

Table 3. 4 Test T (Wald)

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	.663	.299	4.936	1	.002	1.941

Source: Processed data, 2025

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Based on the testing conducted before variable X was included in the model, the B coefficient (Beta Coefficient) was 0.663 with an Odds Ratio/Exp(B) of 1.941 and a Sig. value from the Wald Test of 0.002. Since this value is < 0.05, the effect of the variable is considered significant.

Table 3. 5 Results regression logistics after all variables entered

Iteration History[a,b,c,d]

Iteration		-2 Log likelihood	Coefficients Constant	X1_Perilaku_Konsumen	X2_Harga	X3_Kualitas_Produk
Step 1	1	61.584	-16.154	.121	.137	.112
	2	61.484	-19.403	.152	.160	.131
	3	61.483	-19.566	.153	.161	.132
	4	61.483	-19.566	.153	.161	.132

a. Method: Enter

b. Constant is included in the model.

c. Initial -2 Log Likelihood: 64.104

d. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Source: Processed data, 2025

If the value of -2 Log Likelihood is less than the Chi-Square table value, it can be concluded that the model prior to the inclusion of the independent variables meets the testing requirements. Conversely, if the value of -2 Log Likelihood is greater than the Chi-Square table value, the model prior to including the independent variables does not meet the testing requirements. The Chi-Square table value obtained is 62.826. Based on the table, since the value of -2 Log Likelihood < Chi-Square (61.483 < 62.826), it can be concluded that the model after including variable X has met the testing requirements.

Table 3. 6 Test F simultaneous

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	2.620	3	.001
	Block	2.620	3	.001
	Model	2.620	3	.001

Source: Processed data, 2025

If Sig. < 0.05 → the regression model is significant, meaning that the set of X variables contributes significantly to predicting the Y variable (e.g., purchase decision). If Sig. > 0.05 → the model is not significant, meaning that there is no improvement in predictive ability even when the X variables are included.

Based on the results of the Omnibus Tests of Model Coefficients table, the Sig. value obtained is 0.001. Since the significance value is < 0.05, the logistic regression model as a whole is considered appropriate and significant in predicting the purchase decision variable.

Table 3. 7 Coefficient determination (R^2)

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	61.483[a]	.351	.437

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

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Source: Processed data, 2025

Based on the results of the Model Summary table, the Nagelkerke R Square value is 0.437, indicating that approximately 43.7% of the variability in consumers' purchase decisions can be explained by the logistic regression model that includes consumer behavior, price, and product quality variables. The remaining 56.3% is explained by other factors outside the model. Thus, the model has a fairly good predictive power.

Table 3. 8 Test F (ANOVA) special regression logistics binary.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	11.797	8	.161

Source: Processed data, 2025

If Sig. > 0.05 → the model is good, because there is no significant difference between the predicted and observed values (the model fits). If Sig. < 0.05 → the model is poor, because there is a significant difference (the model does not fit the data).

Based on the results of the Hosmer and Lemeshow Test table, the Sig. value obtained is 0.161. Since the significance value is > 0.05, the model is considered good, as there is no significant difference between the predicted and observed values (the model fits) for the purchase decision variable.

Table 3. 9 Test Hypothesis

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	X1_Perilaku_Konsumen	.153	.197	.607	1	.002	1.166
	X2_Harga	.161	.142	1.290	1	.001	1.175
	X3_Kualitas_Produk	.132	.159	.685	1	.002	1.141
	Constant	-19.566	13.577	2.077	1	.047	.000

a. Variable(s) entered on step 1: X1_Perilaku_Konsumen, X2_Harga, X3_Kualitas_Produk.

Source: Processed data, 2025

Based on the results of the binary logistic regression analysis presented in the Variables in the Equation table, it is known that all independent variables in this study—consumer behavior (X1), price (X2), and product quality (X3)—have a significant influence on the dependent variable, namely purchase decision. This is evidenced by the significance values (Sig.) of each variable, all of which fall below the 0.05 significance threshold. The significance values for the variables are 0.002 for consumer behavior, 0.001 for price, and 0.002 for product quality. Thus, the three hypotheses proposed in this study, namely H1, H2, and H3, are accepted.

Furthermore, the regression coefficient (B) values for the three variables are 0.153 for consumer behavior, 0.161 for price, and 0.132 for product quality. These values indicate a positive relationship between the independent variables and purchase decision, meaning that the higher the perceived value of each independent variable, the greater the likelihood that consumers will make a purchase.

To strengthen this interpretation, the Exp(B) or odds ratio values can also be examined, as they illustrate the magnitude of change in purchase decision probability resulting from a one-unit change in each independent variable. The Exp(B) value for consumer behavior is

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1.166, meaning that each one-unit increase in consumer behavior perception increases the likelihood of a purchase decision by 16.6%, assuming other variables remain constant. Meanwhile, the Exp(B) value for price is 1.175, indicating that a one-unit increase in positive price perception increases the likelihood of a purchase decision by 17.5%. The Exp(B) value for product quality is 1.141, showing that a one-unit increase in product quality perception increases the likelihood of a purchase decision by 14.1%.

Influence of Consumer Behavior on Customer Purchase Decisions for Cold N Brew Coffee

The results of the analysis show that consumer behavior has a significant influence on purchase decisions for Cold N Brew coffee. The significance value of 0.002 (< 0.05) indicates a statistically strong relationship between consumer behavior and purchase decisions. The regression coefficient (B = 0.153) shows a positive effect, meaning that the higher the consumer's positive perception of behavior, the greater the likelihood that customers will decide to purchase Cold N Brew products. In addition, the odds ratio (Exp(B)) of 1.166 indicates that a one-unit increase in consumer behavior perception increases the likelihood of a purchase decision by 16.6%.

Influence of Price on Customer Purchase Decisions for Cold N Brew Coffee

Price is one of the most important variables in consumers' purchase decision-making processes. The logistic regression results show that the price variable significantly influences purchase decisions, with a significance value of 0.001 (< 0.05). The regression coefficient of 0.161 indicates a positive relationship, where an increase in positive price perception increases the likelihood of purchasing.

The Exp(B) value of 1.175 shows that a one-unit increase in positive price perception increases the likelihood of a purchase decision by 17.5%. Thus, appropriate, competitive, and consumer-aligned pricing strategies are crucial in encouraging purchase decisions. These findings support hypothesis H2, which states that price significantly affects consumer purchase decisions.

Influence of Product Quality on Customer Purchase Decisions for Cold N Brew Coffee

Product quality is an essential element in maintaining customer loyalty and encouraging purchase decisions. In this study, product quality is proven to have a significant influence on purchase decisions, with a significance value of 0.002. The positive regression coefficient (B = 0.132) indicates that positive perceptions of product quality increase the likelihood of making a purchase. The odds ratio (Exp(B)) value of 1.141 shows that every one-unit increase in product quality perception *increases the likelihood of a purchase decision by 14.1%.*

The Combined Influence of Consumer Behavior, Price, and Product Quality on Customer Purchase Decisions for Cold N Brew Coffee

The logistic regression analysis shows that the three independent variables—consumer behavior, price, and product quality—simultaneously have a significant effect on purchase decisions. This is supported by the Omnibus Test results showing a significance value of 0.001, indicating that the logistic regression model used is appropriate for predicting purchase decisions.

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Furthermore, the Nagelkerke R Square value of 0.437 indicates that the model explains 43.7% of the variation in purchase decisions, while the remaining percentage is explained by other factors not included in the model. The individual significance values of each variable (X1 = 0.002, X2 = 0.001, X3 = 0.002) confirm that each factor not only has a partial influence but also collectively contributes significantly to affecting purchase decisions. This means that to increase sales, Cold N Brew must pay attention to all three factors simultaneously, rather than focusing on only one aspect.

The results of the Hosmer and Lemeshow Test show a significance value of 0.161, indicating that the logistic regression model has a good level of fit. The prediction model does not show significant differences between observed and predicted values, meaning it can be relied upon for managerial decision-making..

CONCLUSION

From the research findings related to "Analysis of Determining Factors of Customer Decisions on Purchasing Medan Cold N Brew Coffee Using Binary Logistic Regression", the conclusion is: Behavior Consumers influence customer purchasing decisions for Cold N Brew coffee , Price influences customer purchasing decisions for Cold N Brew coffee , Product quality influences customer purchasing decisions for Cold N Brew coffee , Consumer behavior, price and product quality influence customer purchasing decisions for Cold N Brew coffee.

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