

# The Influence Of Price On Purchase Decisions At Shareloc Coffee Bandung

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## Abstract

This research aims to analyze the extent of the influence of Price on Purchase Decisions at Shareloc Coffee Bandung. The method used in this research is a quantitative research method with a descriptive approach. This study used a sample of 90 respondents, namely customers who have made transactions at Shareloc Coffee. The instrument used in this study is a questionnaire with 18 statements from each variable. The data obtained from this research were processed using SPSS 27 for Windows. Based on the research results, the significance value of the price variable is  $<0.05$ , indicating that the price variable (X) has a positive and significant influence on the purchase decision variable (y). In addition, the significance value of the price variable (X) is  $<0.05$ , specifically  $<0.001$ , and the calculated r value indicates a value of 14.509, which is greater than the table value of 0.207. An adjusted R Square value of 0.702 was obtained. Thus, the price variable (X) has an effect on the purchase decision variable (Y) of 70.2%, while the remaining 29.8% is influenced by other variables not studied in this research. The results indicate that price has a positive and significant effect on the purchase decision. This result supports the first hypothesis, which states that there is an influence of price on the purchase decision.

**Keywords:** Price, Purchase Decision, Coffe Shop.

## Introduction

One of the UMKM currently being widely operated by entrepreneurs is the coffee shop business. Coffee shops are generally described as establishments conceptually similar to a typical restaurant, but with a focus on their menu, specifically coffee products. Due to current developments, some coffee shops now offer more than just coffee but also other menu items, such as snacks like cakes or bread. Some coffee shops also offer full-course meals, similar to typical restaurants. Nevertheless, coffee shops prioritize coffee by consistently innovating and offering new coffee options. Coffee shops have become familiar and frequently visited by many people. The emergence of numerous coffee shops in the community has become commonplace, especially in Bandung.

Many entrepreneurs have opened businesses in the F&B (food and beverage) sector, establishing coffee shops, resulting in a significant increase in the number of coffee shops in

Bandung. The diversity of coffee shops in Bandung, with their distinct concepts, product offerings, and unique characteristics, is what attracts people to coffee shops. The culture of enjoying coffee has become a common lifestyle for many people. Nowadays, people spend a lot of time visiting coffee shops not only to enjoy a cup of coffee or buy food, but also for other activities such as meetings, meeting friends or hanging out, socializing, and even working on assignments or working from a cafe (WFC).

The list of coffee shops in Bandung City, according to the Department of Culture and Tourism, in the last three years is as follows:

Table 1. Data on the Number of Coffee Shops in the City of Bandung Over the Last Three Years

No.	Tahun	Jumlah Coffeeshop
1	2022	594
2	2023	684
3	2024	3974

Source: Dinas Kebudayaan dan Pariwisata

One coffee shop in Bandung is Shareloc Coffee, a food and beverage (F&B) business located at Jalan Puncut No. 111. This business has been in operation for six years, a considerable amount of time for UMKM. This coffee shop has attracted considerable attention, especially in the Puncut area of Bandung, in recent years. Its location on a relatively high plateau, with a cool atmosphere and views of the Bandung city lights, is a key feature of this coffee shop. Beyond these advantages, Shareloc Coffee also offers a diverse menu of high-quality coffee and food, along with excellent employee service. Furthermore, Shareloc Coffee offers relatively affordable prices on all its food and beverage menu items. A comparison of the prices of each of Shareloc Coffee's best-selling menu items with those of several other coffee shops is as follows:

Table 2. Comparison of Best Seller Product Prices at Several Coffee Shop

Menu	Shareloc Coffee (Harga)	<i>Monday</i> Coffee (Harga)	<i>Nightcap Bar</i> (Harga)	<i>Two Hands</i> Full (Harga)
Es Kopi Susu	Rp. 25000	Rp. 30.000	Rp. 38.000	Rp. 40.000
Cappucino	Rp. 30.000	Rp. 36.000	Rp. 32.000	Rp. 38.000
Americano	Rp. 28.000	Rp. 28.000	Rp. 27.000	Rp. 38.000
French Fries/Platter	Rp. 28.000	Rp. 34.000	Rp. 32.000	Rp. 60.000

Source :Instagram Related Coffee Shop

Comparing Shareloc Coffee with several nearby competitors, the prices for several menu items at Shareloc Coffee are quite affordable compared to those offered at other coffee shops. However, it's undeniable that opening a coffee shop is not easy, and competition in the coffee shop culinary business is increasingly fierce due to the large number of competitors opening similar businesses. Although Shareloc Coffee's prices are already quite affordable compared to other coffee shops, the company will undoubtedly be required to continuously attract customers and maintain its business to remain competitive. Similarly, Shareloc Coffee faces numerous competitors, especially in the same sector. Pricing of coffee shop products is a crucial aspect of business strategy, as it directly impacts customer perception, competitiveness, and profitability.

## **Literatur Review**

### **Marketing Management:**

According to Sholihah (2022), marketing management is the process of planning and executing the consideration, pricing, advertising, and distribution of goods, services, and ideas to create exchanges that satisfy personal and organizational goals. Marketing management occurs when at least one party in a potential exchange considers how to obtain the desired response from the other party. The role of marketing management is to administer the face-to-face marketing function within the marketing mix. This administrative role includes planning, managing, and controlling marketing programs, as well as recruiting, rewarding, compensating, motivating, and evaluating field marketing personnel.

### **Price:**

According to Kotler & Armstrong (2018: 151), price is the amount of money charged for a good or service, or the sum of the monetary values exchanged by consumers for the benefits of purchasing or using the product or service.

## Purchasing Decisions:

According to Tjiptono (2020, page 22), purchasing decisions are a component of consumer behavior, encompassing actions directly involved in acquiring and selecting products and services, including the decision-making process that precedes and follows these actions. Purchasing decisions are a process that begins before and continues after the decision is made.

## Methods

This research employed a quantitative method with a descriptive approach. A sample of 90 respondents, customers who had previously made transactions at Shareloc Coffee, was sampled. The instrument used was a questionnaire with 18 statements for each variable. The data obtained from this study was processed using SPSS 27 for Windows.

## Results and Discussion

### a. Validity Test

Table 3. Validity Test

pertanyaan	rtabel	rhitung	keterangan
X1	0,207	0,838	VALID
X2	0,207	0,826	VALID
X3	0,207	0,803	VALID
X4	0,207	0,841	VALID
X5	0,207	0,777	VALID
X6	0,207	0,819	VALID
X7	0,207	0,807	VALID

Source: author

### b. Reliability Test

Table 4. Reliability Test

Variabel	Jumlah Item	Kriteria	Cronbach Alpha	Keterangan
Harga	7	0,60	0,913	Reliabel
Keputusan Pembelian	11	0,60	0,936	Reliabel

Source: author

### c. Normality Test

Table 5. Normality Test

ONE-SAMPLE KOLMOGOROV-SMIRNOV TEST		
		Unstandardized Residual
N		90
Normal Parameter	Mean	2,2809726

	Std. Deviation	2,64702971
Most Extreme Differences	Absolute	0,090
	Positive	0,090
	Negative	-0,083
Test Statistics		0,090
Asymp. Sig. (2-Tailed)		0,071
Test Distribution Is Normal		

Source: author

d. Heteroscedasticity Test

Table 6. Heteroscedasticity Test

Model	Unstandarized Coefficients		Standardized Coefficients	T	Sig
	B	STD. ERROR	BETA		
(Constant)					
Harga	-,010	,055	-0,20	-,187	,852

Source: author

e. Multicollinearity Test

Table 7. Multicollinearity Test

COEFICIENTS					
Model			Collinearity statistics		
			tolerance	VIF	
1	(CONSTANT)				
	Harga		1.000	1.000	

Source: author

f. Correlation Coefficient Test

Table 8. Correlation Coefficient Test

CORREALTIONS			
		Keputusan Pembelian	Harga
Pearson Correaltions	Keputusan Pembelian	1,000	,713
	Harga	,713	1000
Sig (1-Tailed)	Keputusan Pembelian		<0,001
	Harga		
N	Kputusan Pembelian	90	90
	Harga	90	90

Source: author

g. Simple Linear Regression Test

Table 9. Simple Linear Regression Test

Model	Unstandarized Coeffecients		Standarized Coefficients	T	Sig
	B	STD. ERROR	BETA		
(Constant)	11,745	3,000		3,915	<,001
Harga	1,072	,112	,713	9,551	<,001

Source: author

h. Coefficient of Determination Test

Table 10. Coefficient of Determination Test

Model Summary				
model	R	R square	Adjusted R Square	Std. Error of the estimate
1	,840	,705	,702	3,681

Source: author

i. t-Test

Table 11. t-Test

Model	Unstandarized Coeffecients		Standarized Coefficients	T	Sig
	B	Std. Error	Beta		
(Constant)					
Harga	1,367	,094	,084	14,509	,001

Source: author

j. Descriptive Analysis Results

Based on the research results, the statement regarding the price variable with the highest average value was statement number 2 (Product prices at Shareloc Coffee vary) at 4.5, indicating that the majority of consumers agree that prices at Shareloc Coffee are commensurate with the quality received. Meanwhile, the statement with the lowest average value was statement number 6 (Product prices at Shareloc Coffee are cheaper than those at nearby coffee shops) at 3.5. The average response to the price variable statement was 3.84. It can be concluded that the price variable is in the good category.

Based on the research results, the statement regarding the purchasing decision variable with the highest average value was statement number 10 (I buy products at

Shareloc Coffee according to my needs) at 4.00, indicating that the majority of consumers feel flexible about the timing of purchases according to their needs. Meanwhile, the statement with the lowest average value was statement number 4 (Products at Shareloc Coffee are superior compared to products from other coffee shops) at 3.56. The average response to the price variable statement was 3.77. It can be concluded that the description of the purchasing decision variable is in the good category.

## **Conclusion**

This study examines whether price perception influences purchasing decisions at Shareloc Coffee. A sample of 90 individuals who have previously purchased at Shareloc Coffee in Bandung was selected. Based on the research results and discussion, the following conclusions can be drawn:

1. The adjusted R-squared value was 0.702. Thus, the price variable (X) influences the purchase decision variable (Y) by 70.2%, while the remaining 29.8% is influenced by other variables not examined in this study. Based on the results of the descriptive analysis, the average value of the price variable was 3.84, which is considered good, and the purchase decision variable had an average value of 3.77, which is considered good.
2. The significance value of the price variable (X) was  $<0.05$ , i.e.  $<0.001$ , and the calculated r-value was 14.509, which is greater than the r-table value of 0.207. These results indicate that price has a positive and significant effect on purchasing decisions. This result supports the first hypothesis, which states that price influences purchasing decisions. Based on the results of a simple linear regression test, the significance value of the price variable is  $<0.05$ , indicating that the price variable (X) has a positive and significant effect on the purchasing decision variable (y).

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