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The Effect Of Product Quality And Location On Purchasing Decisions In Sakara Coffee Consumers

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ABSTRACT

This research aims to find out whether product quality and location simultaneously effect purchasing decisions. In this research, quantitative methods are used. The population used was all Sakara Coffee consumers using a purposive sampling formula of 100 respondents. This research uses multiple linear regression analysis as a data analysis method. The software used to process the data is SPSS. The results of this research show that the multiple linear regression analysis is $Y = 12.013 + 0.514 X_1 + 0.198 X_2$ with a total percentage of product quality answers of 63% with an average of 82% in the Good criteria. Then 67% of the 100 samples said the location was Good with an average of 78% with Good criteria. This means that if product quality and location increase, purchasing decisions will also increase. So that the development of product quality and location will be able to attract consumer purchasing decisions and become more widely known among the public.

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INTRODUCTION

Currently, there are many businesses that are developing in Indonesia, one of which is the coffee shop business which is in great demand by various groups. A place like this is a place that offers several other kinds of coffee drinks with comfortable situations to meet and chat with friends and family. It has become a habit of Indonesian people if they want to joke with relatives, do tasks and relax they will go to the Coffee Shop, this habit arises from lifestyle changes when people are looking for something practical to meet their food and drink needs. This finally encouraged entrepreneurs to establish retail culinary businesses in the form of Coffee Shop and Restaurant. Because of the large number of businesses, business owners must rack their brains to meet consumer demand and make customers interested in visiting the place. By choosing the right location and with high quality products, we can create

consumer satisfaction. If a customer is satisfied, it is possible for customers to visit the place in the future and make purchases, nor does it rule out the possibility that satisfied people will become regular customers at the place.

One of them is Sakara Coffee which is currently in the development stage. Located in the city of Bandar Lampung, the place offers a variety of coffee flavors including arabica, robusta, compass and provides snack menus such as Dimsum and French Fries. This place has been widely known by young people, both students and students. Based on this research, most visitors who come have an interest in Non-Coffee beverages, for example, such as Red Velved, Regal, Yellow Sun and many others. Here is the sales revenue data at Sakara Coffee:

Table 1.
Sakara Coffee Revenue

Year	Period	Revenue
2021	January - June	7.000.000
	July - December	8.000.000
2022	January - June	15.000.000
	July - December	16.000.000
2023	January - June	13.000.000
	July - December	12.000.000

Source : Sakara Coffee 2021-2023 Period

Based on the income table per period, it can be seen that from 2021 to 2022 it has increased periodically. Then in 2023 there is a decrease in revenue, which could happen because of the many new competitors who continue to grow and innovate so that the business they are running continues to survive until now.

As income increases, it will not be separated from the product marketing system. Therefore, this business must have a system that must support the business being undertaken. The buyer's decision in making a purchase can be caused by many considerations, one of which is the quality of the product itself. (E. R. (2018). Putri, 2018) product quality is a symbol of a product and actions related to its ability to give from the desires assumed by consumers.

Many coffee shops are now found in Bandar Lampung. This growing business competition has resulted in business people developing the quality of their products so that they are always in demand by enthusiasts. They compete to gain trust in their products or develop to create new innovations so that consumers do not feel bored. This is also a problem in Sakara Coffee shops, a lot of growing competition has resulted in consumers switching to buying other products. Quoting from (Al-Faatihah et al., 2023) product quality has an effect

on purchasing decisions. Meanwhile, (Nicholas & Edvin, 2022) revealed that product quality has a significant effect on the purchase decision of Kenangan Pasar Minggu coffee.

In addition to product quality, location is also important in the sustainability of the business itself. A good business location can help make better business investments and customer support activities. Currently, Sakara coffee is experiencing problems regarding the location of the business that is entered in an alley that is not close to the highway. This resulted in the place being unknown to many people. Even if the location of the place of business is in a crowded place, it will make it easier for people to know the place.

Quoting from (Sinta Yuliana & Ali Maskur, 2022), location has a positive and significant effect on the purchase decision of Sinestesa Coffeeshop Pati. from the results of the location T test partially has a significant positive effect on consumer purchasing decisions (Al-Faatihah et al., 2023). And research according to (T. L. Putri et al., 2023) location has a positive and significant effect on Purchase Decision variables. From the F test results, product quality and location conclude that simultaneous has a significant effect on consumer purchasing decisions (Al-Faatihah et al., 2023) and the effect of product quality and location on purchasing decisions simultaneously has positive results (Pratiwi et al., 2018).

Based on the background of the above problems, researchers want to title the study "The Effect of Product Quality and Location on Purchasing Decisions at Sakara Coffee". With a goal of 1.) To describe and test the effect of product quality on the purchasing decisions of Sakara Coffee Consumers. 2.) To describe and test the effect of location on the purchasing decisions of Sakara Coffee consumers. 3.) To describe and test the effect of product quality and location on the purchasing decisions of Sakara Coffee consumers.

RESEARCH METHODE

Population and Sample

Quoting from (Sugiyono, 2017) population refers to an object in the form of an area with provisions that have been initiated by the researcher to be studied can be concluded. Based on the findings identified, the population of this study consisted entirely of Sakala coffee consumption. In this study, researchers could not determine population size in the same way, and it was difficult to determine the features of each member of the population. Thus, researchers devised a purposive sampling technique. This method selects samples by selecting subjects that override selective and certain characteristics. A sample size of 100 samples was prepared which was considered sufficiently

representative of the population. Therefore, the sample is consumers who have purchased the product at least twice.

Data Analysis Methods

Validity Test

In the form of the ability of the test equipment used. quoting from (Sugiyono, 2018), an instrument is declared valid if it shows that the test equipment used in overwriting the data is valid or can be used to find what you want to measure. The items in the question are tested for validity to understand how the question can measure the subject under study.

Reliability Test

Used to test the consistency of respondents' answer results in repeated use. The results of questionnaires against questions are considered reliable if each question is answered consistently. quoting from (Ghozali, 2018) as the Chronbach Alpha coefficient > 0.70 , then the question is said to be reliable. Conversely, if Chronbach Alpha coefficient < 0.70 , it is unreliable.

Multiple Linear Regression Analysis

Quoting from (Sugiyono, 2018) researchers lead linear regression analysis when researchers suspect the absence of the dependent variable can be worse if the results of two more independent variants increase and run as predictors. Using linear regression equations, there is more than one independent variable in this case.

Hypothesis Test

Partial Test (T)

Quoting from (Ghozali, 2018) the partial test measures the effect from the independent variable type to the dependent variable. A significance figure of 0.05 was used in the partial test of mathematics in this study. at a significance level of 5%.

Simultaneous Test (F)

Quoting from (Ghozali, 2018) simultaneous tests are used to find out how independent variables with similarities affect the dependent variable. The statistical test F in this test determines the level of significance or level of confidence with the number 0.05 or Fcount is said to be $>$ from Ftable, so all independent variables simultaneously have a significant effect on the dependent variable.

Test Coefficient of determination (R²)

Intended to determine how far the beibas variable can describe various kinds of related variables, in a partial or simultaneous way. Quoting from (Ghozali, 2018) the coefficient of determination is used in testing the goodneiss-fit of the reigreisi type. The result of the coefficient of determination is between

0 to 1 ($0 < R^2 < 1$) a small R^2 result has the ability of the independent variable to determine the variety of dependent variables that are quite limited. If the result is 1, the independent variable contains all the information needed to estimate the various dependent variables.

RESULT AND DISCUSSION

Table 2.
Quality Variable Validity Test Results Product,
Location and Purchasing Decisions

Item	r count	r table	Sig	Information
X1.1	0,615	0,194	0,000<0,05	Valid
X1.2	0,666			
X1.3	0,683			
X1.4	0,658			
X1.5	0,759			
X1.6	0,585			
X1.7	0,735			
X1.8	0,773			
X1.9	0,797			
X1.10	0,657			
X2.1	0,673	0,194	0,000<0,05	Valid
X2.2	0,767			
X2.3	0,634			
X2.4	0,630			
X2.5	0,647			
X2.6	0,701			
X2.7	0,679			
X2.8	0,731			
X2.9	0,705			
X2.10	0,638			
Y1	0,473	0,194	0,000<0,05	Valid
Y2	0,575			
Y3	0,720			
Y4	0,532			
Y5	0,729			
Y6	0,661			
Y7	0,689			
Y8	0,626			

Item	r count	r table	Sig	Information
Y9	0,632			
Y10	0,711			

Source : Data processed year (2023)

From the data in the table above the results of the validity test on the variables of product quality, location, and decision of the selection R count > R Table, it can be concluded that the validity test is known throughout the statements in the questionnaire are declared valid.

Table 3.
Product Quality Variable Reality Test Results (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
,878	10

Source : Data processed year (2023)

In the table above, the reliability column of Cronbach Alpha shows the Product Quality Variable whose result is 0.878 from the reliability ratio, then $0.878 > 0.70$ so that it can be said that a variable is expressed as reliable.

Table 4.
Location Variable Reliability Test Results (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
,863	10

Source : Data processed year (2023)

From the table above, the reliability column can be obtained by Cronbach Alpha to find a Location Variable whose result is 0.863 from the reliability of the result, so $0.863 > 0.70$ so that it can be said that a variable is declared reliable.

Table 5.
Reliability Test Results of Purchasing Decision Variables (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
,836	10

Source : Data processed year (2023)

From the table above, the reliability test there is a column Cronbach Alpha shows the Purchase Decision Variable whose result is 0.836 from the calculation of reliability, then $0.836 > 0.70$ so that it can be said that a variable is declared reliable.

Table 6.
Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,013	3,117		3,854	,000
	TOTAL.X1	,514	,085	,529	6,017	,000
	TOTAL.X2	,198	,074	,237	2,696	,008

Source : Data processed year (2023)

The results of these data when written in Standardized form from the regression equation are:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

$$Y = 12.013 + 0.514 X_1 + 0.198 X_2 + e$$

Information:

Y = Purchase Decision

X₁ = Product Quality

X₂ = Location

1. If the independent variable Product Quality is suspected as 0 if the value of the dependent variable is the purchase decision with the sum of the coefficient values of 12.013.
2. The Product Quality Variable (X₁) has a regression coefficient of 0.514, this value is evidenced by every increase in 1 of the Product Quality Variable followed by an increase in the results of the purchase decision with a result of 0.514.
3. The Location Variable (X₂) has a regression coefficient of 0.198, indicating that every increase in 1 of the Location Variable is followed by an increase in the value of the Purchase Decision with a result of 0.198.

Data Analysis

Qualitative data analysis is a descriptive form of data from field research. The collected data is categorized and presented in tabular form, described and supplemented using the interval formula:

$$I = \frac{\text{Highest value} - \text{Lowest value}}{\text{Category}}$$

$$I = \frac{50-10}{5} = 8$$

With 5 categories:

1. Very Not Good
2. Not Good

3. Neutral
4. Good
5. Very Good

Table 7.
Quality Data Distribution (X1)

No	Interval	Frequency	Percentage	Category
1	10-17	0	0%	Very Not Good
2	18-25	0	0%	Not Good
3	26-33	2	2%	Neutral
4	34-41	63	63%	Good
5	42-50	36	36%	Very Good
		100	100%	

Source : Data processed year (2023)

So from the data above, it can be concluded that the quality of products at Coffee Sakara is included in the Good category.

Table 8.
Research Results Based on Quality Quality Variables

No	Statement	Maximal Score	Rill Score	Percent age	Criteria
1	Coffee at Coffee Sakara tastes good and suits the taste of the tongue	500	418	83,6%	Good
2	The presentation of coffee at Coffee Sakara is made in a hygienic way	500	414	82,8%	Good
3	Coffee Sakara has a variety of diverse coffee menus	500	423	84,6%	Very Good
4	Sakara Coffee provides convenience for consumers in making payment transactions	500	421	84,2%	Very Good
5	Serving Coffee at Kopi Sakara, the portion is just right	500	411	82,2%	Good
6	Coffee Sakara products are safe for consumption	500	419	83,8%	Very Good
7	The taste of Sakara Coffee is still consistent	500	417	83,4%	Very Good
8	All types of coffee are available	500	384	76,8%	Good

No	Statement	Maximal Score	Rill Score	Percent age	Criteria
	at Coffee Sakara				
9	Attractive Coffee Sakara Product Packaging	500	402	80,4%	Good
10	The quality of Sakara Coffee is in accordance with coffee quality standards in general	500	415	83,0%	Good
Average		500	412	82,5%	Good

Source : Data processed year (2023)

Information:

20% - 35% : Very Not Good

36% - 51% : Not Good

52% - 67% : Neutral

68%-83% : Good

84% - 100% : Very Good

Based on the table above, it is explained the results of the respondents' answers about product quality of 412 or equivalent to 82.5% with Good criteria.

Table 9.

Location Data Distribution (X2)

No	Interval	Frequency	Percentage	Category
1	10-17	0	0%	Very Not Good
2	18-25	0	0%	Not Good
3	26-33	9	9%	Netral
4	34-41	67	67%	Good
5	42-50	24	24%	Very Good
		100	100%	

Source : Data processed year (2023)

The table above shows the answers of Respondents regarding the Location Variable 67% with the Good category.

Table 10.

Research Results Based On Location Variables

No	Statement	Maximal Score	Rill Score	Percentage	Criteria
1	Coffee Sakara is in a strategic location	500	413	82,6%	Good
2	Coffee Sakara can be reached by public transportation.	500	399	79,8%	Good

No	Statement	Maximal Score	Rill Score	Percentage	Criteria
3	Coffee Sakara can be clearly seen from the roadside	500	360	72,0%	Good
4	The location of Coffee Sakara is easy to find	500	403	80,6%	Good
5	Access to Sakara Coffee is smooth and not prone to traffic jams	500	383	76,6%	Good
6	Coffee Sakara has a large parking area	500	396	79,2%	Good
7	Coffee Sakara has secure parking.	500	403	80,6%	Good
8	The location of Coffee Sakara is close to the center of the crowd such as universities and schools	500	376	75,2%	Good
9	The location of Coffee Sakara is close to each other with competitors who are quite diverse	500	381	76,2%	Good
10	The environmental conditions of Coffee Sakara are clean and comfortable	500	398	79,6%	Good
Average		500	310	78,2%	Good

Source : Data processed year (2023)

It can be seen from the answer table Respondents meingeinai Location by 78.2% with Good creiteria.

Table 11.
Distribution of Purchase Decision Data (Y)

No	Interval	Frequency	Percentage	Category
1	10-17	0	0%	Very Not Good
2	18-25	0	0%	Not Good
3	26-33	4	4%	Netral
4	34-41	62	62%	Good
5	42-50	34	34%	Very Good
		100	100%	

Source : Data processed year (2023)

From the table above, it is known that Purchase Decisions with a percentage of 62% are described in the Good category.

Table 12.
Research Results Based on Purchasing Decision Variables

No	Statement	Maximal Score	Rill Score	Percentage	Criteria
1	Always buy products as needed	500	420	84,0%	Very Good
2	The quality offered must be in accordance with the needs	500	406	81,2%	Good
3	Price should be proportional to quality	500	400	80,0%	Good
4	Always evaluate the wide selection of products available before making a Purchase Decision	500	410	82,0%	Good
5	Always buy products if there is a promo	500	413	82,6%	Good
6	Always prioritize cleanliness if you want to buy food	500	417	83,4%	Very Good
7	Always be careful if you want to buy food outside	500	406	81,2%	Good
8	Always buy repeat products if the quality of the product is good	500	410	82,0%	Good
9	Consumers give recommendations to the closest people	500	404	80,8%	Good
10	Give a good image of trust in the product	500	409	81,8%	Good
Average		500	409	82,0%	Good

Source : Data processed year (2023)

From the data above, we can suggest that the answer of the Respondent to the Purchase Decision of 82.0% with Good credit.

Table 13.
Partial Test Results (T)

Coefficients ^a						
Model		Unstandardized Coefficients		standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,013	3,117		3,854	,000
	TOTAL.X1	,514	,085	,529	6,017	,000
	TOTAL.X2	,198	,074	,237	2,696	,008

Source : Data processed year(2023)

From the results of the T Test above, it can be seen that:

1. In the Product Quality Variable on Purchasing Decision which shows the result of the calculated T value of 6.017 > T table 1.660 with a significant value of 0.000 < 0.05, it can be concluded that there is a positive and significant effect between the product Quality Variable and the Purchase Decision Variable.
2. In the Location Variable in the Purchase Decision which shows the results of the hitung T value of 2.696 > T table 1.660 with a significant level of 0.008 < 0.05, it can be stated that there is a positive and significant effect between the Location Variable and the Purchase Decision Variable.

Table 14.
Simultaneous Test Results (F)

ANOVA ^a						
Model		Sum of Square	Df	Mean Square	F	Sig.
1	Regression	813,925	2	406,963	43,531	,000 ^b
	Residual	906,825	97	9,349		
	Total	1720,750	99			

Source : Data processed year (2023)

From the results of Test F above, it can be seen that:

Simultaneous Test Useful to determine the effect simultaneously between the independent variable and the dependent variable. In the table above, it can be explained that F count 43.531 > F table 3.09 and sig value < 0.000, it can be concluded that product quality variables and location variables affect together the Purchase Decision Variable.

Table 15.
Test Coefficient of Determination (R)
Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
,688 ^a	,473	,462	3,058

Source : Data processed year (2023)

It can be known that the R Square value of 0.473 means that the effect of product quality variables (X1) and location variables (X2) on purchasing decisions (Y) is 473% while the remaining 52.7% can be stated by other variables not included in the study.

CONCLUSION

When viewed in the research that has been done about Product Quality and Location in Purchasing Decisions, conclusions are obtained with the following: Based on the test results in the research described earlier, it can be concluded that the results of the Product Quality Variable (X1) have a positive and significant effect on purchasing decisions (Y), this is proven by a partial test. Location variable (X2) Has a positive and significant effect on purchasing decisions (Y) this result is proven in the partial test. Product Quality Variables (X1), Location (X2), Positive and Significant effect on Purchasing Decisions (Y) this is proven in the Simultaneous Test.

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