

The Influence of Service Quality, Product Quality, Price and Promotion on the Purchase Decision of Starbucks Coffee in Tangerang

Fajar Rafi Pratomo^{1)*}, Pujiarti²⁾

¹⁾³⁾Universitas Buddhi Dharma

Jl. Imam Bonjol No. 41, Karawaci Ilir-Tangerang, Banten, Indonesia

¹⁾pratomo985@gmail.com

²⁾pujikuswandip@gmail.com

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Abstract

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The purpose of this study is to test and find out how much influence the quality of service, product quality, price and promotion have on the purchase decision of Starbucks Tangerang coffee. Determination of the sample in this study were consumers from Starbucks itself who had purchased Starbucks products using a random sampling technique with a total of 110 respondents, the method of data collection was carried out using a questionnaire and data processing using SPSS 20. The examination utilized utilized a factual show which included a Recurrence Test, Expressive Test, Legitimacy Test, Unwavering quality Test, Assurance Test (R2), T Test, and F Test. The results obtained partially stated that the service quality variable (X1) had no significant effect with the $t_{count} < t_{tabel}$ $-0.783 < 1.659$, the X2 variable product quality had a significant effect with the $t_{count} > t_{tabel}$ $4.685 > 1.659$, the price variable X3 had a significant effect with $t_{count} > t_{tabel}$ $3,973 > 1,659$, promotion variable X4 has a significant effect with $t_{count} > t_{tabel}$ $4,982 > 1,659$. The results obtained simultaneously $f_{count} > f_{tabel}$ $107.297 > 2.46$ service quality, product quality, price and promotion significantly influence purchasing decisions, so it can be concluded that the independent variables..

I. PENDAHULUAN

Indonesia is one of the countries with the largest population in the world, every industry wants to compete to enter the Indonesian market. Therefore, Indonesia is a potential country for doing business, especially the coffee shop industry in Indonesia is one of the most competitive and rapidly growing businesses, and continues to grow along with the growth of the era. This matter is intertwined along with lifestyle changes in coffee drink consumption, because residents think that drinking coffee in coffee shops is somewhat more elite and exclusive. Currently the coffee shop industry in Indonesia is fairly large, this matter is intertwined due to the influence of the current globalization period where residents change their lifestyles by deciding to drink coffee in coffee shops rather than in ordinary coffee shops.

The number of coffee shop industries in Indonesia raises the existence of certain special attention for residents to sort out products that match what they want, in this case the industry is required to be careful in developing strategies to win the hearts of consumers. However, the consumption of coffee drinks in coffee shops is not only tried by those who earn or have worked.

But consumers who are still students or students are also quite often visiting coffee shops. These young people have become the target of coffee shop managers. Competition between industries is something common in the business world. Each industry strives to be at the forefront of a business field with various tricks each. Various strategies are applied by an industry, both service industries and manufacturing.

* Corresponding author

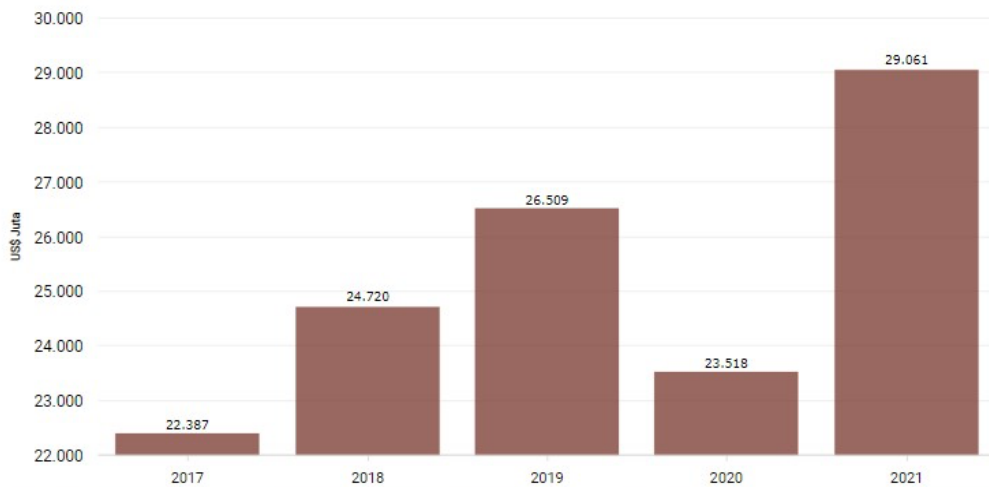


Figure 1 Starbucks Revenue
(2017 – 2021)
Source : DataBoks

According to Macrotrends data, Starbucks' coffee company revenue reached USD 29.06 billion or around IDR 415.6 trillion in 2021. This figure increased by 23.6% compared to the previous year of US \$ 23.5 billion.

The decline in Starbucks' revenue in 2020 was due to the global corona pandemic. The decline in sales in China plummeted by 50% compared to the same period in 2019. Meanwhile, Starbucks in the United States experienced a 3% decline in sales and made Starbucks' net revenue fall by 5% to US \$ 6 billion in 2020.

Throughout 2020, Starbucks has closed about half of its operated stores in the United States, and more than 75% in Canada, Japan, and the United Kingdom. However, the condition will not last long.

For reference, Starbucks became the largest fast food and restaurant company in the world with \$24.1 billion in sales and \$1.3 billion in revenue as of August 2020. According to information provided by the International Coffee Organization in Indonesia, the growth of coffee in Indonesia continues to grow. Some regions of Indonesia are known to produce the best coffee in the world. Lampung is known as the largest coffee producer in Indonesia with the Robusta variety of coffee. For example, on the island of Sumatra, you can find many high-end types of coffee known abroad, such as Sidikalang coffee from North Sumatra, Mandaling coffee and Gayoace coffee, and southern coffee from Sumatra. For example, in Java, Malang coffee is known as Lampung, Bali coffee, and many other types of coffee.

Indonesia, an archipelago country, is attractive because the taste of Indonesian coffee is diverse and good tasting by export standards. As such, Indonesia is one of the largest coffee producers in the world and, in terms of agricultural products, coffee is Indonesia's fourth largest foreign exchange earner after palm oil, rubber and cocoa.

II. METODE

Research Method

Based on classification and frequency, this type of research employs a quantitative descriptive. The study's population consisted of 110 Starbucks customers from Tangerang. In this study, the number of samples collected was the same as the population using the random sampling method. This research was conducted at Starbucks in Tangerang. The time used by researchers for this research was carried out from the date the research permit was issued, within a period of approximately 1 (one) month. Researchers will examine how much influence service quality, product quality, price and promotion have on the decision to purchase Starbucks coffee in Tangerang

According to (Sugiyono, 2017, 80), "Population is a whole area consisting of goods or objects, objects or subjects with certain qualities that are not entirely set by experts for research and from that point are drawn edges" .

III. HASIL

Normality test

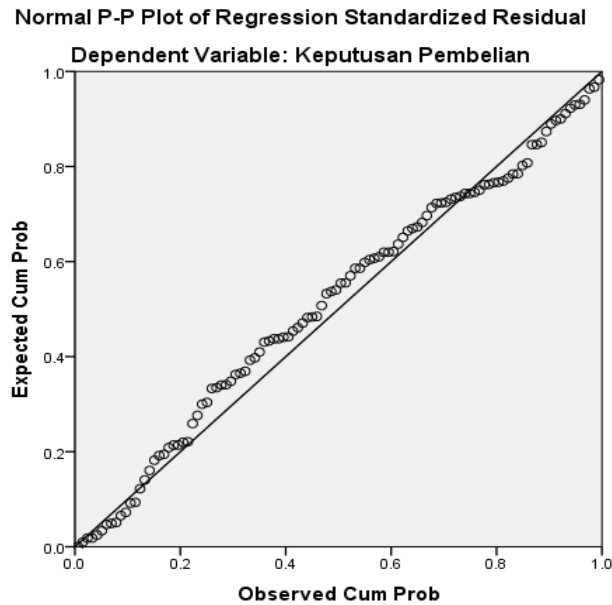


Figure 1. Normality Test Graphic Analysis

Based on the P-P Plot graph that the data is scattered close to or following a diagonal line, so this normality test proves that this regression model satisfies the normality assumption. In addition, researchers also used histogram charts to prove this regression model falls within normal assumptions.

Multicollinearity Test

Table 1. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Service Quality (X1)	0.252	3.961
Product Quality (X2)	0.252	3.961
Price (X3)	0.492	2.033
Promotion (X4)	0.286	3.498

Source : Output SPSS Version 20.0

Result :

- Variable X1 as an independent variable, meaning Service Quality, with a tolerance value of $0.252 > 0.10$ and the VIF value is $3.961 > 1.0$, it may be stated that variable X1 is free of multicollinearity concerns.
- Variable X2 as an independent variable, which represents Product Quality, has a tolerance value of $0.252 > 0.10$ and a VIF value of $3.961 > 1.0$, indicating that it is free of multicollinearity.
- Variabel X3 as an independent variable, meaning Price, with a tolerance value of $0.492 > 0.10$ and the VIF value is $2.033 > 1.0$, indicates that variable X3 is affected by multicollinearity issues.
- Variabel X4 as an independent variable, meaning Promotion, with a tolerance value of $0.286 > 0.10$ and the VIF $3.498 > 1.0$, indicates that variable X4 is affected by multicollinearity.

The results of the study show that each independent variable has a tolerance of 0.10 and a VIF of 1.0 , indicating that all independent variables may be classified as multicollinear.

Multiple Linear Analysis

Table 2. Multiple Linear

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-4.131	2.294		-1.801	.075
Service Quality	-.082	.105	-.067	-.783	.436
Product Quality	.433	.093	.403	4.685	.000
Price	.283	.071	.245	3.973	.000
Promotion	.452	.091	.403	4.982	.000

Source : Output SPSS Version 20

According to the table above, the multiple regression equation can be formulated performance = $-4.131 + (-0.082 X_1 + 0.433 X_2 + 0.283 X_3 + 0.452 X_4 + \epsilon$. This regression equation indicates that the constant is -4.131.

t Test

Table 3. t test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-4.131	2.294		-1.801	.075
Service Quality	-.082	.105	-.067	-.783	.436
Product Quality	.433	.093	.403	4.685	.000
Price	.283	.071	.245	3.973	.000
Promotion	.452	.091	.403	4.982	.000

a. Dependent Variable: Purchase Decision

Source : Output SPSS Version 20

Based on the table above, the results of the statistical test may be summarized as follows :

a. **The effect of Service Quality on Purchasing Decisions**

The training independent variable (X1) has a significance level of $0.436 > 0.05$ and a t value of -0.783 . With a t value of $-0.783 < 1,659$, it may be concluded that the hypothesis is rejected. This means that there is no correlation between service quality and purchase satisfaction..

H_a : Service Quality has no significant effect on Purchasing Decision.

b. **The effect of Product Quality on Purchasing Decisions**

The variable career path (X2) has a significance level of $0.000 < 0.05$ and a t-value of $4,685$. Because the value of t is $4,685 > 1,659$, it may be concluded that the hypothesis is correct. This implies that there is a link between product quality and customer satisfaction.

H_a : Product Quality has a significant effect on Purchasing Decisions.

c. **The effect of Price on Purchasing Decisions**

The independent variable (X3) has a significance level of $0.000 < 0.05$ and a t-statistic of $1,284$. Because the value of $3,973$ is more than $1,678$, it may be assumed that the hypothesis is correct. This means that there is a correlation between price and purchase volume.

H_a : Price has a significant effect on Purchasing Decisions.

d. **The effect of Promotion on Purchasing Decisions**

The independent variable (X3) has a significance level of $0.000 < 0.05$ and a t-statistic of $1,284$. Because the value of $4,982$ is more than $1,678$, it may be assumed that the hypothesis is correct. This means that there is a correlation between promotion and purchase volume.

H_a : Promotion has a significant effect on Purchasing Decisions.

F Test

Table 4. f test

		ANOVA				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4347.308	4	1086.827	107.297	.000 ^b
	Residual	1063.564	105	10.129		
	Total	5410.873	109			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Promotion, Price, Product Quality, Service Quality

Source : Output SPSS Version 20

Based on the table above, data is attained that the Significance value is $0.000 < 0.05$ and has a advised Fvalue of 107.297. since the advised Fvalue is $107.297 > 2.46$, also contemporaneously there is an influence or thesis is accepted. This means that service quality, product quality, price and creation together can impact coping opinions.

H_a : Service Quality, Product Quality, Price and Promotion have a significant effect on Purchasing Decisions

IV. KESIMPULAN

The results of hypothesis testing show that the service quality variable (X1) has a t_{count} of $-0.783 < 1.659$. This test is not significant because the $t_{count} < t_{table}$ value and the significant value is 0.436 where the value is $0.436 > 0.05$. So it can be concluded that service decisions have no influence on purchasing decisions.

The results of the partial t test show that the promotion has a t_{count} of $4,685 > 1,659$ where the $t_{count} > t_{table}$ value and a significant value of 0.00 where the value is $0.00 < 0.05$. So it can be concluded that product quality has a positive and significant effect on purchasing decisions.

The results of the partial t test show that promotion has a t_{count} of $3,973 > 1,659$ where the $t_{count} > t_{table}$ and a significant value of 0.00 where the value is $0.00 < 0.05$. So it can be concluded that price has a positive and significant effect on purchasing decisions.

The results of the partial t test show that promotion has a t_{count} of $4,982 > 1,659$ where the $t_{count} > t_{table}$ and a significant value of 0.00 where the value is $0.00 < 0.05$. So it can be concluded that promotions have a positive and significant effect on purchasing decisions.

Based on the F statistical test which can be seen in table IV. 75 it can be explained that the calculated F value is $107,297 > 2.46$, where the $F_{calculated}$ value $> F_{table}$ with a significance level of $0.000 < 0.05$. It can be interpreted that the results of the F statistical test show that there is an influence between all independent variables on the dependent variable.

Thus, H₅ used in this research is accepted or proven. It can be interpreted that Service Quality, Product Quality, Price and Promotion simultaneously influence Starbucks Coffee Purchase Decisions in Tangerang.

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