Influence of Product Quality, Price, Promotion and Place Regarding the Decision to Purchase from a Coffee House, Batam

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Abstract – Marketing is an important factor in the development of the business. Marketing must be continually upgraded and refurbished, of course it's not be separated from the needs and desires of consumers. So dynamic or uncertainty in knowing the consumer desires, so in this case required every business must always be able to make changes such as product quality, price, promotion and place on purchase decisions Dari Rumah Coffee, Batam. The purpose of this study is to analyze the effect of product quality, price, promotion and place on purchase decisions Dari Rumah Coffee, Batam. The method used is multiple linear regression analysis. The study population of 216 consumers and samples used by 140 respondents. Research shows that the Product Quality, Price and Place partially significant effect on the Product Buying Decision. While Price partially not significant effect on the Product Buying Decision. Simultaneously Product Quality, Price, Promotion and Place have significant effect on the Product Buying Decision.

Keywords: Product Quality, Price, Promotion, Place, Purchase Decision.

1. INTRODUCTION

Rumah Coffee was first established on July 23 2020 in a residential area Puskopkar, Batu Aji, Batam. Analysis of business formation begins at the beginning happen pandemic Covid-19 Where impact of the outbreak result part big lover coffee And drinks contemporary No Can enjoy cafe-style drinks due to limited access outside the home and most cafes and restaurants are closed. So Dari Rumah Coffee is here to be a solution for Contemporary drink lovers should continue to maintain health protocols remain at home, company, agency or place of residence however they can enjoy affordable premium drinks in fresh conditions which they feel it in cafe or restaurant.

All sales of Dari Rumah Coffee drinks are carried out online through platforms Instagram and whatsapp business. After not enough more One year walk now From House Coffee has own location shop newest. Which is located in the middle of Batam City, namely in the Anggrek residential area Sari Batam Centre. According to Riyono & Budiharja (2016: 97-98) it is "Everything something Which can offered to the market to get attention, purchased, used, or consumed to satisfy a want or need." Moment this all producer understand so importance role meaning quality product which superior for fulfil hope customer on all aspect products sold to the market. Company officials are increasingly aware of this and trust exists connectedness direct between product

qualities to consumer purchasing decisions which will ultimately increase share market in market target. Price own role which very important in influence consumer purchasing decisions regarding a product, so that very determine success marketing something product. In study Hidayat (2020: 96-97) state that price influential positive and significant to purchasing decisions. According to Murnilawati et al (2019: 213) promotion is Wrong One variables in the mix marketing which very important to implement by the company in promote product service.

Product Which Good with price which reasonable And promotion which appropriate target, becomes meaningless if consumers have difficulty getting it that product. Apart from that, place also functions to select and manage trade channels used to distribute products or services and also For serve market target, as well as develop system distribution For delivery And commerce product in a way physique. Location covers channels (channel), location which strategic, coverage (reach), locations (place or distribution), and inventory be delivered by Wahyuni Pudjiastuti (2015: 64). To fulfill their life needs, a consumer must choose a product and service which will consumed. Lots of it choice which are available, condition faced, as well as the considerations that underlie the latter make taking decision one individual different with individual other. When a new consumer makes their first purchase on something product, consideration which will underlying it different from consideration purchase which has repeated time. Schiffman And Kanuk illustrates that when making a decision, all these considerations will experienced by consumer although his role will be different in every individual be delivered Sudaryono (2016: 101-102).

2. REVIEW REFERENCES
Quality Product

Quality product is ability something product in give performance according to its function. Product features are a competitive means for differentiate one product from competitors'

products. This means that features are tools to compete that differentiates the products of a company from another company other. Feature product identical with characteristic and something which unique, typical And something special that other products don't have. Product design has a concept which is broader than style. Product design in addition to considering appearance factors, also to aim at improving product performance, reducing cost production, And add superiority compete. Attribute product become consumer considerations for purchasing products and owning theminfluence on consumer purchasing decisions. ". Understanding product attributes according to Suatma (2013: 20) in his book marketing strategy is as follows as follows: "Product attributes are product elements that are considered important by consumers and which is used as a basis for product purchasing decisions. Attribute product can grouped in three element important, namely quality product (product quality), feature product (product features) and design product (product design).

Price

Price is the only one element in mix marketing Which generate income for the company, therefore the price can be said bring profit to the company. Price is something that can also be done used company For compete with company other.

A & Daniaty (2017: 125) state that prices are monetary units or other measures including other goods and services that can be exchanged in order obtain rights ownership or use something goods or services.

Promotion

Nugrahini et al (2019: 68) disclose promotion is factor important in realize objective sale, with promotion company can communicate product to consumer. Advantages from product can is known by consumer And Can make consumer interested to try and then make a decision to buy something product them.

According to Murnilawati et al (2019: 213) promotion is Wrong One variables in mix marketing which very important held by

company in promote product service. Activity promotion No just works as tool communication between company with consumer, but also as tool For influence consumer in activity purchase or use of appropriate services with desire and his needs.

Place

Location includes channels, strategic location, coverage, locations (place or distribution), and inventory be delivered by Wahyuni Pudjiastuti (2015: 64).

Sriyadi (2018: 2) said location is a very important factor in mix marketing retail (retailing mix). Location can defined as place, position, physically which has a strategic function because it can follow find achieved objective body business or retail.
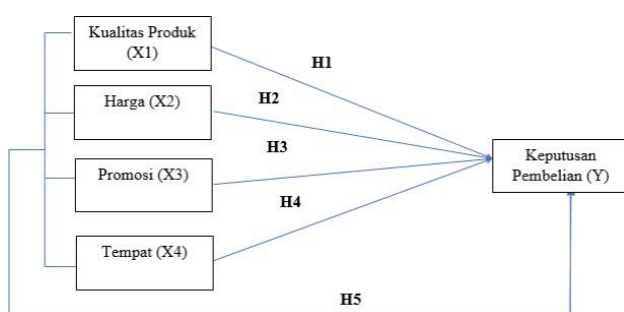
Decision Purchase

Alma (2013: 105) said that when consumers make decisions, then he will have a series of decisions regarding product type, brand, quality, model, time, price, payment method, and so on. Sometimes In making this decision there are other parties who have influence Lastly, which must be reconsidered, so that it can change immediately decision beginning.

Priance (2017: 93-94) state that for consumer, Actually purchase it's not only is One action just (for example Because product), but consists from a number of action Which One The same other related, Which consists from choice product; choice brand; choice channel purchase; time purchase; And purchase amount.

Based on the background and theory above, the hypothesis model in study this is as following:

Hypothesis Model

Picture 1. Model Hypothesis

Based on model hypothesis on, so stated hypothesis instudy this as following:
H1: Quality Product influential to decision purchase on FromCoffee House
H2: Price influences purchasing decisions at Dari Rumah Coffee
H3: Place influences purchasing decisions at Dari Rumah Coffee H4: Promotions influence purchasing decisions at Dari Rumah Coffee
H5: Quality product, price, place, And promotion influential to decision purchase on From House Coffee

3. METHOD

The research method uses a quantitative approach. According to Rumengan et al (2020:12) approach quantitative push to testing theory through measuring research variables with numbers and analyzing data using procedure statistics. Study Which use approach deductive Which aim For test hypothesis is study Which use traditional paradigm, positive, experimental or empirical.

Object Study, Population and Sample

The population and research in a study need to be determined properly the aim is that the research carried out actually obtains appropriate data expected. According to Sugiyono (2013: 115) population is an area of generalization Which consists on object/subject Which have quality And characteristics certain Which set by researcher For studied And Then withdrawn the conclusion. In this research, the population taken was consumers from The Coffee House which is located at Jl. Puskopkar No.1, Batu Aji, Batam as many as 216 people which is the average number of consumers from June to November 2020. Sugiyono (2013: 116) said that samples are part of amount And characteristics Which owned by population taking sample use formula Slovin , that is based on calculation amount sample rounded as big as 140 respondents from 216 amount population results average consumer on month June until November 2020 on From House Coffee Batam.

Source and Technique Collection Data

In study this use source data primary and secondary. The data collection technique was carried out by distributing questionnaires on a scale likert.

Analysis Method Data

Data analysis used in this research uses analysis multiple linear regression. Data analysis tests were also carried out using normality tests. Whereas testing instruments study use test validity and test reliability with use program SPSS.

Test Instrument Study

Results test validity showing that all over items question gives a calculated r value > r table (0.1648) and a significant value < alpha (0.05). Based on these results it can be said that all items for variables product quality (X1), price (X2), promotion (X3) and place (X4) and decisions purchase (Y) in study this has valid.

Results Test Validity Variable Independent

| Dimensions	Item Statement	r table	r count	Information
Quality Product (X1)	1	0.1648	0.584	Valid
	2	0.1648	0.678	Valid
	3	0.1648	0.597	Valid
	4	0,1648	0,768	Valid
	5	0,1648	0,688	Valid
	6	0,1648	0,548	Valid
	7	0,1648	0,757	Valid
	8	0,1648	0,412	Valid
	9	0,1648	0,391	Valid
	10	0,1648	0,694	Valid
	11	0,1648	0,618	Valid
Harga (X2)	1	0,1648	0,546	Valid
	2	0,1648	0,633	Valid
	3	0,1648	0,730	Valid
	4	0,1648	0,763	Valid
	5	0,1648	0,592	Valid
	6	0,1648	0,474	Valid
	7	0,1648	0,653	Valid
	8	0,1648	0,532	Valid
romosi (X3)	1	0,1648	0,610	Valid
	2	0,1648	0,708	Valid
	3	0,1648	0,648	Valid
	4	0,1648	0,659	Valid
	5	0,1648	0,585	Valid
	6	0,1648	0,740	Valid
	7	0,1648	0,673	Valid
	8	0,1648	0,684	Valid
	9	0,1648	0,734	Valid
	10	0,1648	0,781	Valid
	11	0,1648	0,787	Valid
	12	0,1648	0,710	Valid
Tempat(X4)	1	0,1648	0,805	Valid
	2	0,1648	0,714	Valid
	3	0,1648	0,696	Valid
	4	0,1648	0,749	Valid
	5	0,1648	0,683	Valid
	6	0,1648	0,568	Valid
	7	0,1648	0,398	Valid
	8	0,1648	0,714	Valid
	9	0,1648	0,777	Valid
	10	0,1648	0,615	Valid

Results test reliability showing that all over variables produce mark Cronbach Alpha > 0.60 . Based on these results it can be stated that The variables tested are product quality (X1), price (X2), promotion (X3) variables. and place (X4) as well as decision purchase (Y) in study this is reliable.

Results Test Reliability Variable Independent and Dependent

Dimensions	Item Statement	Cronbach Alpha	Limit Reception	Information
Quality Product (X1)	11	0.836	0.50	Reliable
Price (X2)	8	0.758	0.50	Reliable
Promotion (X3)	12	0.900	0.50	Reliable
Place (X4)	10	0.866	0.50	Reliable
Decision Purchase(Y)	16	0.904	0.50	Reliable

Results test normality shows that the significance value > 0.05 namely 0.200. Based

on these results, it is stated that the assumption of normality in the research this fulfilled.

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan_Pembelian
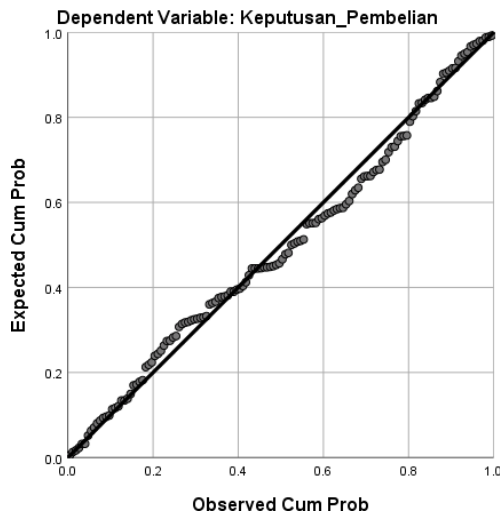
The results of the multicollinearity test show that there are variables that have multicollinearity because mark VIF There is which exceed from limit mark tolerance which determined (No exceed 4 or 5). With mark VIF on variable 1.462, price variable 1.599, promotion variable 1,515, on variable place 1,770.

Test Multicollinearity

Variable	Tolerance	VIF	Criteria
Quality Product	0.684	1,462	No happen Multicollinearity
Product Price	0.625	1,599	No happen Multicollinearity
Promotion	0.660	1,515	No happen Multicollinearity
Place	0.565	1,770	No happen Multicollinearity

As well as, on results test heteroscedasticity show dot, dot, dot spread in a way random, No form pattern Which clear or No regular, as well as spread Good above and under or around number 0.

Test Heteroscedasticity

Scatterplot

Dependent Variable: Keputusan_Pembelian
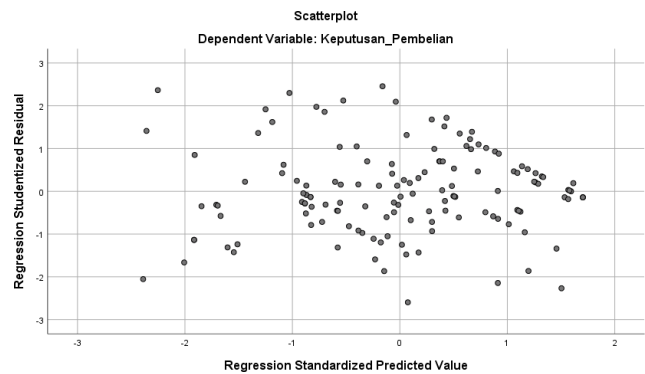
The results of the t test (partial) with SPSS were obtained for variable X1 (quality product) obtained a calculated t value of 3.517 with a probability value of t (Sig) is 0.001 (Sig.<α0.05). With thereby Ho rejected And Ha accepted, so hypothesis is accepted. It can be concluded that the product quality (X1) is partial have that influence significant to the decision purchase (Y) From Coffee House. Test results with SPSS were obtained for variable X2 (price) earned value t count as big as 1,573 with value probability t (Sig) is 0.118 (Sig.>α0.05). Thus Ho is rejected and Ha is accepted, then the hypothesis first accepted. Can concluded price (X2) in a way Partial have insignificant influence on purchasing decisions (Y) From Home Coffee? Results testing with SPSS obtained for variable X3 (promotion) earned value t count as big as 2,507 with value probability t (Sig) is 0.013 (Sig. < α0.05). Thus Ho is rejected and Ha is accepted, then Hypothesis first accepted. Can be concluded promotion (X3) partially have significant influence on purchasing decisions (Y) from Rumah Coffee. Results testing with SPSS obtained for variables X4 (place) obtained mark t count as big as 6,744 with mark probability t (Sig) is 0,000 (Sig. < α0.05). With thereby Ho rejected And Ha accepted, so Hypothesis First accepted. Can concluded place (X4) in a way Partial have influence which significant to decision purchase (Y) From House Coffee.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.501	4.500		1.000	.319		
	Kualitas_Produk	.326	.093	.225	3.517	.001	,684	1,462
	Product_Price	,202	.128	.105	1,573	.118	,625	1,599
	Promotion	,200	,080	,163	2,507	.013	,660	1,515
	Place	,742	,110	,475	6,744	,000	,565	1,770

a. Dependent Variables: Buying decision

The results of the F test with SPSS for the independent variables are jointly obtained F count = 55,594 with mark probability F (sig) is as big as 0,000 (sig.0 .000 <α0.05). With thereby Ho rejected And Ha accepted. Can concluded based on output in on is known mark significance For the influence of X1 (product quality), X2 (price), X3 (promotion) and X4 (place). simultaneous against Y (decision purchase) amounting to 0.000 < 0.05 and F value count 55,594 > F table 2.44, so that can concluded that H5 accepted which means there is influence X1 (product quality), X2 (price), X3 (promotion) and X4 (place) simultaneously with Y (purchase decision). on From Coffee House. The coefficient of determination test result (R- Square) is .622 or 62.2% shows that around 62.2% of the Y variable can be explained by product quality, price, promotion, place or in a way practical can said that contribution quality product, price, promotion, place to variable decision purchase

(Y) is 62.2%. The remaining 37.8 % (100% - 62.2%) is influenced by other variables Which No researched.

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4891.267	4	1222.817	55,594	,000 [b]
	Residual	2969,383	135	21,995		
	Total	7860.650	139			

a. Dependent Variables: Buying decision

b. Predictors: (Constant), Place, Product quality, Promotion, Product_Price

4. RESULTS AND DISCUSSION

From the research results it can be seen that all independent variables (product quality, price, promotion, price and place) have an influence on variable Y (decision purchase). For more detailed results discussion and testing which has done, the explanation as following:

a. According to Riyono & Budiharja (2016: 97-98) quality product is all something Which can offered to market For get attention, purchased, used, or consumed can satisfy desires or need. Products have meaning important for the company because without exists product, perpetrator business No will can do whatever from his business. Buyer will buy product if feel suitable, because that product must customized with desire or need buyer so that marketing product succeed. From results study obtained that customer feel impressed and get wish flavor coffee which in accordance with desire because product served in condition fresh. Besides that customer also made easy with sale product Which Can obtained by on line nor offline. Customer Also get interest from product Which for sale caused presentation packaging Which interesting accompanied specification product Which in accordance with overview in the menu list. The dishes served are made with composition mixture material which appropriate and own variation which diverse. With This diversity of products means that customers feel facilitated in buying the product

contemporary drinks that suit their tastes. T test results on variable X1 (product quality) has a significant effect on variable Y (decision purchase) with probability Sig. 0.001, more small from α =0 .05. This is in accordance with previous research relating to product quality, by Igir (2018) on "The Influence of Product Quality and Price on Decisions Purchasing a Daihatsu Grand Max Pick Up Car". The results of the research this states that product quality has a positive and significant effect to decision purchase.

b. According to Hidayat (2020: 96-97) state that price influentialpositive and significant to decision purchase. Success in determination price is element key in mix marketing. Price is an element of the marketing mix that is flexible, meaning it can be changed with fast. Price Also is the only one element in mix marketing that generates revenue for the company, hence the price can said bring profit for company. Price is one of matter which very important For noticed. From results study obtained that customer own satisfaction separately to the affordability of the prices set, apart from that the prices also become more affordable because exists determination discount on products which for sale. Customers are also impressed because the prices set are cheaper in comparison with place drink contemporary other which kind. Results analysis test ton variable X2 (price) influential in a way significant to variable Y (purchasing decision) with probability Sig. 0.118, more greater than α = 0.05 . This shows that price has no influence significant to decision purchase. Seen from customer which get the delicious benefits of drinks so that customers are willing to pay more For get products superior And Also pay service delivery For get product. This is in accordance with previous research related to prices, by M. Deisy (2018) on "Analysis Image Brand, Price Product and Quality to Decision Purchase Mobile Phone Samsung on Whole Outlet – Outlet Mobile In I.T Center Manado". The results of this research state that quality influential products positive And No significant to the decision purchase.

c. According to Nugrahini (2019: 68) promotion is an important factor in realize objective sale, with promotion company can communicate product to consumer. Advantages from product can is known by consumer And Can make consumer interested to try and then make a decision to buy something product the From results study obtained that customer feel impressed with promotions are given for a regular period every day accompanied by content promotion Which interesting Also easy accessed through media social. With The convenience provided by customers will easily connect with information promotion which given. Customer feel get profit from promotions are available because they are accompanied by discounts and also free drinks as gifts purchase amount certain. Results analysis test t on variable X3 (promotion) has an influence significant to variable Y (purchasing decision) with probability Sig. 0.013, smaller than α = 0.05. This shows that promotion has an influence significant to decision purchase. Seen from customer which get profit from promotion drink so that customer will sorting promotional content provided in determining purchasing decisions. Matter This in accordance with study previous which related with variable promotion, by Andriyanto (2020) in "The Influence of the Marketing Mix (Marketing Mix 7-P) on Purchasing Decisions at Thiwul Ayu Mbok Sum". As for The results of this research state that promotion has a positive effect and significant to decision purchase.

d. According to Sriyadi (2018: 2), location is a very important factor important in the retail marketing mix. Location can be defined as a place, position, physically which has a strategic function because can follow find achieved objective body business or retail. Decision determination

location and channel Which used For give service to consumer involve thinking about How method send or deliver services to consumer and where matter this will be done. From the research results, it was found that customers were impressed with the place clean with a strategic location and close to the city center. In terms of presentation customer even facilitated with information product which be delivered in a way appropriate And exists employee which give attention And sensitivity to what _ buyer want. Results analysis test t on variable X4 (place) influential in a way significant to variable Y (purchasing decision) with probability Sig. 0,000, more small from $\alpha = 0.05$. Matter this show that place influential in a way significant to decision purchase. Place have function strategic because it can follow find achieved decision purchase. This is in accordance with previous research related to place, by Andriyanto (2020) on "Influence Mix Marketing (Marketing Mix 7-P) Regarding Purchasing Decisions at Thiwul Ayu Mbok Sum". As for the results of the research states that place has a positive and significant influence to decision purchase.

e. Based on the results of the F test above, the significance value for the effect is known X1, X2, X3 and count 55,594 > F table 2.44, so it can be concluded that product quality, price product, promotion And place in a way simultaneous influence decision purchase.

f. While the R-Square value is .622 or 62.2%, this result is indicative that 62.2% of the purchasing decision variable (Y) is influenced by product quality (X1), price (X2), promotion (X3), and place (X4), while the rest are influenced by variables which other No researched.

5. CONCLUSION

Based on the research findings and discussions conducted, it can be concluded that product quality (X1), price (X2), promotion (X3), and place (X4) are linked to the purchase decision of From House Coffee. The study reveals a significant influence between product quality (X1) and the purchase decision (Y), while no significant influence was found between price (X2) and the purchase decision (Y). Additionally, there is a significant influence between promotion (X3) and the purchase decision (Y) as well as between place (X4) and the purchase decision (Y). In summary, the research indicates that the quality of the product, its price, promotional efforts, and the location of purchase (place) collectively impact purchasing decisions (Y).

Suggestion

The study indicates that price does not significantly influence the purchase decision for From House Coffee, but quality product does. Therefore, it is advisable for Rumah Coffee to consistently offer high-quality products and fresh, contemporary beverages to attract and retain customers. To further enhance consumer interest, it is recommended that From House Coffee diversify its promotional strategies, offering different promotions and discounts each month. This approach can make consumers feel that they are getting significant value for their money. Moreover, From House Coffee should maintain its commitment to providing quality premises, efficient distribution, and excellent customer service. This will create a more comfortable environment for customers to make purchases and consume their beverages directly on-site.

Future researchers are encouraged to expand the range of variables under investigation. Consider including variables such as trust, quality of service, and product features, among others. This expansion of variables can lead to more comprehensive and insightful research findings. Additionally, it is advisable to broaden the population and sample selection beyond just students and employees, including groups such as housewives, high school students, and others. A more diverse sample will provide a more accurate and holistic understanding of consumer behavior, thus contributing to improved research outcomes.

These suggestions aim to enhance business strategies and provide guidance for future research in the field.

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