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Determinants of Consumer Purchase Interest in “Kopi Nako Summarecon Bekasi”

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ABSTRACT

Competition in the culinary business, especially coffee, is getting tougher in this digital era, as seen from the growing number of coffee shops. This study aims to analyze the factors that influence consumer purchase intention at Kopi Nako Summarecon Bekasi, including product quality, service quality, and price. A quantitative method with a survey was used on 100 consumers. Data were collected through questionnaires and analyzed using multiple linear regression. The results showed that product quality has a positive and significant effect on purchase intention, service quality also has a positive and significant effect, while price has no effect on consumers' purchase intention. This study emphasizes the importance of product quality and service quality in attracting consumer interest. In practice, Kopi Nako Summarecon Bekasi should focus on improving product quality and service quality to boost purchase intention.

INTRODUCTION

The rise of coffee shops is influenced by changes in lifestyle, which is one of the psychographic factors in consumer behavior. Lifestyle reflects a person's way of living, shown through activities, like working or studying at a café; interests, such as an attraction to quality coffee and a comfy atmosphere; and opinions, like seeing coffee shops as productive, modern, and representative places. So, the more a community's lifestyle leans toward social activities, high mobility, social media use, and the need for flexible workspaces, the bigger the chance for coffee shop business to grow. Changes in people's lifestyle have made coffee shops places to socialize, work, study, seek experiences, and build self-identity. Therefore, the success of a coffee shop business nowadays heavily depends on its ability to offer a customer experience, not just selling a cup of coffee. Kopi Nako Summarecon Bekasi is a coffee shop that really cares about the needs and satisfaction of its customers. They carefully listen to feedback to continuously improve service standards and build the

image of a superior coffee brand with a captivating coffee experience that brings happiness and satisfaction to coffee lovers. However, with the rising popularity of other coffee shop competitors in Bekasi, Kopi Nako Summarecon Bekasi is expected to create high-quality products and enhance service quality to attract new customers as well as retain existing ones so they keep coming back to Kopi Nako Bekasi. (Badriawan, 2023:567).

In the process of making purchasing decisions, before buying, consumers consider product quality, service quality, and price. Product quality reflects the product's ability to meet consumer expectations, and it becomes a factor that supports purchasing decisions. Amidst increasingly tight market competition and growing consumer demand, companies strive to produce quality products to compete in the market. Product quality plays a crucial role in consumer purchasing decisions because good product quality has a positive impact on the company. (Pramelani, 2020: 123). This aligns with the findings of Syahfudin (2024), which stated

that product quality has a significant influence on consumer satisfaction and the intention to make repeat purchases. On the other hand, research by Azrullah (2022) shows that product quality has a negative effect on consumer purchase interest..

High-quality service has the potential to boost marketing, as satisfied consumers are often motivated to share positive experiences. Providing good service can be a key driver in creating positive stories about a service or business, which can, in turn, positively affect their image and support marketing efforts through consumer recommendations. Thus, superior service quality not only directly satisfies consumers but also has the potential to expand business reach. (Sianipar, 2023:231). This aligns with research by Arianto and Difa (2020), which indicates a positive and significant influence, both partially and simultaneously, of service quality on purchase intention. However, this contrasts with the results of a study conducted by Triana (2014), which stated that service quality does not affect consumer purchase intention.

Besides product quality and service quality, price is also an important factor that affects consumer buying interest. Competitive prices that match the quality of the product will attract consumers to buy. However, according to research conducted by Hidayat (2021), the study states that the price variable does not have a significant effect on buying interest. Nevertheless, it is still important for Kopi Nako to set a price that matches the quality of the product and the service offered. This is supported by research from Puspita & Budiarmo (2020), which shows that product price significantly affects consumer buying interest. On the other hand, a study by Ruti (2024) found that price does not have a significant effect on consumer buying interest. This indicates that consumers' decisions to make purchases are not always based on price factors but can be influenced by other factors such as promotions, trust, product quality, and consumer experience.

Even though Kopi Nako Summarecon Bekasi offers a unique coffee shop concept and experience, consumers' perceptions of product quality, service

quality, and price can vary. These differences in perception affect consumers' interest in buying from a coffee shop that can meet their needs. Therefore, research is needed to analyze the impact of product quality, service quality, and price on consumer purchase intention.

The novelty in this research is that the results can contribute academically to the study of consumer behavior in the coffee culinary sector, and also provide practical benefits for the management of Kopi Nako Summarecon Bekasi in formulating strategies to improve product quality, service quality, and pricing to boost competitiveness and enhance customer satisfaction.

Literature Review

Product quality is one of the things consumers consider before making a purchase. Product quality reflects the product's ability to meet consumer expectations, so it becomes a factor that supports purchasing decisions. According to Kotler and Keller (2012), product quality refers to a product's ability to meet or even exceed customer expectations. Product quality includes the characteristics and attributes of a product that affect its ability to satisfy consumer needs and expectations. Arianty et al. in (Hasana, 2023:87) state that product quality refers to a product's ability to perform its function. Aspects of product quality include durability, performance, and other attributes that add value to a product. Therefore, when a product is able to perform its function well, it can be concluded that the product has good quality.

Service quality is an indicator of success in providing customer satisfaction. Through the quality of service provided, consumers can objectively assess and form perceptions of the satisfaction they feel. Tjiptono (2014) explains that service quality includes all characteristics of a product or service that are able to meet predetermined needs as well as hidden ones, with a focus on suitability for use or fitness for use. Meanwhile, according to Putra (2019), service quality encompasses all activities carried out by a company to meet customer expectations. Service quality, according to Parasuraman et al. (1988), is defined as the degree to

which a service meets or exceeds customer expectations.

Price is the amount of money charged or imposed for a product or service. Price is one of the important factors in sales. Many companies go bankrupt because they set the wrong price. (Simamora, 2000: 574). Because of this, price is one of the very important things for sellers to consider, especially in terms of the match between product quality and service quality with the price offered to buyers. This aligns with the statement by Kotler and Armstrong (2016), which says that price is the amount of money given for a product or service, or the total value spent by customers to gain the benefits of owning or using a product or service. Price is one of the elements of the marketing mix that can influence consumers' purchasing decisions (Kotler and Keller, 2016). In the context of a coffee shop business, price becomes an important indicator for consumers in assessing the quality and value they receive. In relation to this, coffee shops can use this approach to set prices based on the perceived value for customers, such as the coffee-drinking experience and the quality of service provided, which can boost customer satisfaction and loyalty.

Kotler & Keller (2012) revealed that purchase intention is a response from consumers as a reaction to an object, indicating motivation or desire to make a purchase. It reflects the tendency of consumers to buy a product before they make a purchasing decision. Durianto (2013) as cited in Ramadhina (2022:61), explains that purchase intention is the urge to obtain a product, which arises when potential consumers are influenced by the quality, standard, and information about the product. Ngurah (2018) as cited in Ramadhina (2022:61), defines purchase intention as the motivation that emerges in

consumers to buy a product after they understand its quality. According to Schiffman and Kanuk in Hasana (2023:87), purchase intention is an attitude model that someone has toward an item, which is very useful in measuring attitudes toward a product category, service, or specific brand.

Based on the explanation of the theory and some previous research results, the research hypothesis is formulated as follows:

The Relationship Between Product Quality and Purchase Interest

Arianto and Difa (2020) stated that there is an influence of product quality on purchase intention. This aligns with Syahfudin's (2024) research which shows that product quality can affect consumers' purchase intentions. Based on these findings, the first hypothesis proposed is:

H1: Product quality has a positive and significant effect on buying interest.

The Relationship Between Service Quality and Purchase Interest

Syahfudin's (2024) research shows that service quality can affect consumers' buying interest. This is supported by Ramadhan and Saputra (2022), who stated that service quality influences buying interest, so companies need to improve their service quality. Therefore, the second hypothesis formulated is:

H2: The quality of service has a positive and significant effect on buying interest.

The Relationship Between Price and Purchase Interest

Hidayat (2021) stated that price affects buying interest. Meanwhile, Khumairo et al. (2018) also found that price affects buying interest. Therefore, the third hypothesis proposed is:

H3: Price has a positive and significant effect on purchase interest.

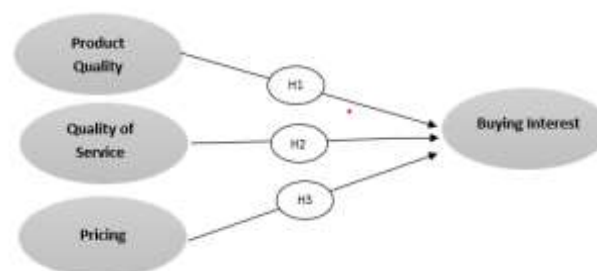


Figure 1. Conceptual Framework of Thinking

METHODS

The population in this study is all consumers of Kopi Nako Summarecon Bekasi. The sampling methods used in this study are purposive sampling and accidental sampling. Purposive sampling is carried out by the researcher with the aim of determining research samples that meet certain criteria, so that the selected samples align with the research objectives. The criteria used in this study include places that are popular among young people and have high purchase frequency, which can help align the researcher's perception with the research hypothesis. Accidental sampling is a sampling method that depends on chance. In this context, it refers to consumers encountered during the research period. In this approach, individuals who happen to interact with the researcher are included in the sample if they are considered suitable as data sources.

When the population size in a study cannot be determined for sure, then the minimum sample size can be calculated using Roe Purba's formula (1996), which is:

$$n: \frac{z^2}{4(Moe)^2}$$

Explanation:

n : Number of samples

z : Significance level

Moe : Margin of error,

which is the maximum error level that is still acceptable.

With a 95% confidence level, the Z value is 1.96 and the maximum error rate (Moe) is $\pm 10\%$, the sample size is obtained as follows:

$$= \frac{(1.96)^2}{4(0.1)^2} = 96,04 \text{ respondents (rounded to 100)}$$

This study adopts a model with three independent variables analyzed against one dependent variable, which falls under the category of multivariate analysis (Hair et al., 2019). Therefore,

the analysis method used is multiple linear regression. The regression testing process in this study was carried out using SPSS software version 24. Before the regression results can be interpreted, classical assumptions were first tested, namely normality, heteroscedasticity, and multicollinearity tests. This research approach is descriptive quantitative, with data collection conducted through distributing questionnaires to 100 respondents, namely consumers who have visited and experienced the services at Kopi Nako Summarecon Bekasi.

RESULTS AND DISCUSSION

This study used respondents, with the majority being women (57 people), which is 57%, while male respondents totaled 43 people (43%). By age category, 30 respondents were 18–25 years old, 44 respondents were 26–30 years old, 23 respondents were 31–40 years old, and lastly, 3 respondents were over 40 years old. So, it can be concluded that most respondents were women, with the dominant age group being 26–30 years old.

The validity test results through factor analysis showed that all statement items had loading factor values above 0.5, meaning they met the minimum requirements and are considered valid. Next, reliability testing was carried out using Cronbach's Alpha for each variable, with results showing that all variables had Cronbach's Alpha values above 0.7, indicating that the instruments used in this study are reliable. After the instruments were declared valid and reliable, the next step was to test the hypotheses using multiple linear regression processed with SPSS software. Before interpreting the regression results, classical assumptions were first tested, including tests for normality, heteroscedasticity, and multicollinearity, to ensure that the data meets the requirements for regression analysis.

Table 1. Results of Multiple Linear Regression Analysis Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
1		B	Std. Error	Beta			Tolerance	VIF
	(Constant)	1.915	3.621		.529	.598		
	Kualitas Produk	.200	.057	.413	3.535	<.001	.351	2.846
	Kualitas Pelayanan	.226	.081	.298	2.793	.006	.419	2.385
	Harga	.099	.105	.093	.936	.351	.490	2.041

a. Dependent Variable: Minat Beli Konsumen

Source: SPSS Data Processing Results (2026)

Looking at the data in Table 1, it is known that the significance value for the product quality variable is 0.001, which is less than 0.05, with a calculated t-value of 3.535, higher than the table t-value of 1.988. Therefore, the first hypothesis (H1) stating that product quality has a positive and significant effect on purchase intention is accepted. This means that product quality has a significant impact on purchase intention at Kopi Nako Summarecon Bekasi.

Next, the significance value for the service quality variable is 0.006, which is also below the 0.05 significance threshold, with a calculated t-value of 2.793, higher than the table t-value of 1.988. Therefore, the second hypothesis (H2) stating that

service quality has a positive and significant effect on purchase intention is accepted. This means that service quality has a significant impact on purchase intention at Kopi Nako Summarecon Bekasi.

The next analysis shows that the significance value for the price variable is 0.351, which is greater than 0.05, with a calculated t-value of 0.936, smaller than the table t-value of 1.988. Therefore, the third hypothesis (H3), which states that price has a positive and significant effect on purchasing interest, is rejected. In other words, price does not affect purchasing interest at Kopi Nako Summarecon Bekasi.

Table 2. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 ^a	.700	.521	6.03645

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Based on table 2, the regression model used in this study is able to explain about 70% of the variation in consumer purchase intention influenced by the three independent variables tested, namely product quality, service quality, and price.

Research findings show that product quality has a significant impact on purchase interest. This indicates that the first hypothesis (H1) is accepted, as the test results show that product quality has a positive and significant effect on purchase interest. In this regard, product quality is an important factor in increasing consumers' interest in enjoying coffee

at Kopi Nako Summarecon Bekasi. In this case, the coffee shop "Kopi Nako Summarecon Bekasi" can attract customers by offering superior and competitive products that are not found in other coffee shops.

The second hypothesis (H2) is also proven, as the test results show that service quality has a positive and significant effect on purchase intention. Another key factor in attracting purchase interest is service quality. This shows that if the service quality provided exceeds consumer expectations, consumers will be more interested in "having coffee" at Kopi

Nako Summarecon Bekasi compared to other coffee shops. Therefore, Kopi Nako Summarecon Bekasi can offer "excellent service" to customers, including friendly staff, fast service, accurate orders, and attention to customer needs, which can become one of its competitive advantages in attracting customers.

Next, the third hypothesis (H3) was rejected because the test results showed that price does not have a positive and significant effect on purchase intention. This means that the high or low price offered will not affect consumers' purchase intention. The research results indicate that consumers do not always consider price as the main factor when making a purchase, because there are other factors that can influence purchase intention, such as promotions and product quality.

Discussion

Consumer purchase interest is an important aspect in the business world because it can drive consumers to make buying decisions. In this case, consumers have many considerations before the desire or interest to buy arises. One factor believed to influence this purchase interest is product quality. Product quality is the ability of a product to meet consumer expectations (Kapirossi & Prabowo, 2023). Product quality also becomes a factor that affects consumer purchasing decisions (Lotulung et al., 2023). Consumers will make their own assessments of the product they want to choose before making or deciding on a purchase. Therefore, companies need to provide satisfaction to consumers that matches their expectations and desires in terms of product quality (Jannah et al., 2022). To maintain consumer satisfaction, companies or management must evaluate the products they provide to consumers to ensure they don't cause disappointment that could lower consumer satisfaction. Factors like durability, design, packaging, and consistent product quality greatly affect consumer satisfaction. According to Salsabila & Utomo (2023), product quality is one of the important factors for companies to provide satisfaction to their customers, which can lead to customer loyalty. On the other hand, Sukawati's (2018) research shows that product quality does not

affect purchasing decisions. This study's results do not support the idea that product quality is indeed an important factor in influencing consumer purchasing decisions.

As users of the service, customers are the ones who assess the quality level of a company's service. One factor that determines a company's success and quality is its ability to provide good service to customers. According to Tjiptono (2007:71), service quality is an effort to fulfill products or services accompanied by consumer desires and accuracy in delivery to meet customer expectations and satisfaction. According to Parasuraman in Lupiyoadi (2013:216), service quality is the gap between reality and what customers expect from the service they receive. High service quality becomes a company's advantage. If a company gains positive value in the eyes of consumers, they will give good feedback and may even become loyal customers. The quality of service at a coffee shop is the shop's ability to meet or even exceed customer expectations. Good service not only makes customers satisfied but also increases loyalty, encourages repeat purchases, and generates word-of-mouth promotion. Service quality should start with understanding customer needs and end with customer satisfaction. It can be said that service quality plays an important role in boosting consumer satisfaction. Factors like ease of ordering, speed of service, friendliness of staff, and good handling of complaints will significantly impact consumers' buying interest, leading to purchasing decisions and ultimately turning them into loyal customers. Meanwhile, Triana's (2014) research shows that service quality does not affect purchasing decisions. This study's results do not support the idea that service quality is indeed an important factor in boosting consumer purchasing decisions.

Price becomes a significant factor because consumers often compare product prices at different restaurants before making a purchase decision. Price is usually the main thing that potential customers need to pay attention to when buying a product, because whether the price is high or low can influence someone's decision to buy a product (Najwah & Chasanah, 2022). The impact of price on

consumer decisions involves various factors such as cheaper prices, prices that match the product quality, and prices that vary depending on the type of product. Basically, consumers still look at the price before deciding to buy, but because Kopi Nako Summarecon Bekasi products have good quality and consistent taste (never changing), the price doesn't really affect buying interest since consumers feel it's worth buying products from Kopi Nako Summarecon Bekasi. The relatively high price reflects the high-quality standards they maintain. This study aligns with Sasambe et al. (2023), who found that price doesn't significantly affect consumer buying interest at Freshmart Superstore Bahu Manado. Similar findings were also reported by Hutabarat et al. (2026), showing that price doesn't significantly influence buying interest, while brand awareness and promotions have a more dominant effect. This indicates that under certain conditions, consumers don't make price the main factor in shaping their buying interest, but rather consider other factors like product quality, promotions, store atmosphere, location, or brand awareness.

CONCLUSION

Based on the data analysis and discussions carried out, it can be concluded that product quality and service quality have a positive and significant effect on consumer purchasing interest at Kopi Nako Summarecon Bekasi. On the other hand, price does not affect consumer purchasing interest at Kopi Nako Summarecon Bekasi. This finding confirms that product quality and service quality are the main factors driving consumers' interest in making purchases at the coffee shop. These findings provide important contributions for the management of Kopi Nako Summarecon Bekasi in formulating the right strategies to boost consumer purchasing interest, which can encourage buying decisions and ultimately increase customer loyalty.

By understanding the important roles of both variables, Kopi Nako Summarecon Bekasi is advised to be stricter in the product quality control process so that the products reaching consumers remain fresh and high-quality, which can increase consumer

buying interest. Next, regarding service quality factors, management is advised to improve the speed of service to customers, for example by adding a barcode scanning system at each customer table for ordering to reduce queues, making the service process much faster and more appealing to consumers. In addition, service quality can be delivered through transparent information sharing and effective communication, by ensuring that staff always greet customers warmly and provide professional service.

Regarding the price factor, even though price doesn't affect consumer buying interest, the coffee shop can create certain promotions like Friday promos, holiday specials, and bundle purchase promotions to boost customer interest. In addition to promotions, Kopi Nako Summarecon Bekasi can also open a special space for customers who want to hold events, with the condition that renting the space requires purchasing products with a minimum order system.

Recommendation

Although this study provides valuable insights into the factors that influence consumer buying interest at Kopi Nako Summarecon Bekasi, there are a few limitations that need to be considered. The sample size in this study is limited, with only 100 respondents, and it only includes customers of Kopi Nako Summarecon Bekasi, so the results cannot yet be generalized to the entire population of consumers at similar coffee shops in Indonesia.

Besides that, this study only focuses on three independent variables, namely product quality, service quality, and price. To get a more comprehensive understanding of the factors that affect consumer purchase interest, it is recommended that future research involve a larger and more representative sample, as well as consider additional variables such as promotions, brand image, and brand awareness. That way, the research results can give a more complete picture in the context of consumer behavior.

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