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Influence of price and promotion on purchasing decisions at Cafe Obrol Coffee in Haji Nawi South Jakarta

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ABSTRACT

The purpose of this study was to determine the effect of price and promotion on purchasing decisions at Cafe Obrol Kopi in Haji Nawi, South Jakarta. This type of research is quantitative. The sampling technique used the slovin formula and obtained a sample of 98 respondents. Analysis of this data using validity test, reliability test, classic assumption test, regression analysis, correlation coefficient, coefficient of determination and hypothesis testing. The results of this study indicate that price has a significant effect on purchasing decisions with a coefficient of determination of 45.1% and the hypothesis test is obtained tcount > ttable or (7.323 > 1.985). Promotion has a significant effect on purchasing decisions with a coefficient of determination of 45.1% and hypothesis testing obtained tcount > ttable or (7.323 > 1.985). Price and promotion simultaneously have a significant effect on purchasing decisions with the regression equation Y = 10.800 + 0.333X1 + 0.430X2. The coefficient of determination is 45.1% while the remaining 54.9% is influenced by other variable factors and hypothesis testing is obtained by calculating Fcount > Ftable or (38.960 > 3.09).

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1. INTRODUCTION

In Indonesia, coffee is the leading product in the plantation sector, apart from rubber and oil palm. Indonesian coffee products are declared to have competitiveness in the *international* market (Arifin, 2013). This was proven by one of the researchers Winarno & Harisudin, 2018 who found that Indonesian coffee has comparative and competitive advantages, with the support of natural resource factors, capital, labour, science and technology, supporting related industries, the role of government, and opportunities. According to an article quoted by Rosiana et al., 2017, there are 5 (five) major coffee producing countries in the world, namely Brazil, Vietnam, Colombia, Indonesia and Ethiopia.

The article also explains the differences between coffee produced in Brazil and Indonesia. Brazil produces coffee with large quantities and modern technology, the use of technology encourages higher productivity (Reichman, 2018). Indonesia also has *speciality coffee* including Gayo Coffee, Mandailing Coffee, Lintong Coffee, Java Coffee and of course luwak coffee which is internationally famous (Nguyen, 2016). The development of the trend of drinking coffee is also very responsive to the Indonesian people, as evidenced by the increasing number of *cafes* or coffee shops offering their

products, ranging from tens of thousands of Rupiah to hundreds of thousands of Rupiah (Utama et al., 2021).

According to Bose, 2012, "Management is a process of cooperation between employees to achieve organisational goals in accordance with the implementation of the functions of planning, organising, personnel, direction, leadership, and supervision." The process can determine the achievement of predetermined goals by utilising human resources and other resources to achieve more efficient and effective results.

According to Havinal, 2009, "Management is the art and science of planning, organising, preparing, directing, and supervising human resources to achieve predetermined goals."

According to Flynn et al., 2003, "Management is a tool or container to achieve predetermined organisational goals. With good management, organisational goals can be achieved easily. In other words, to maximise the usability and results of management elements must be improved and maximised."

The purpose of this study was to determine whether there is a significant effect of price on purchasing decisions at Café Obrol Kopi in Haji Nawi, South Jakarta. To determine whether there is a significant effect of promotion on purchasing decisions at Café Obrol Kopi in Haji Nawi, South Jakarta. To determine whether there is a significant effect of price and promotion on purchasing decisions at Café Obrol Kopi in Haji Nawi, South Jakarta.

2. METHOD

2.1 Type of Research

This research was conducted using quantitative research. According to Sugiyono 2018, "Quantitative research methods can be defined as research methods based on the philosophy of Positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative / statistical, with the aim of testing predetermined hypotheses."

The approach taken in this research is associative research. According to Sugiyono (2019: 65), "Associative research is a formulation of research problems that asks about the relationship between two or more variables." In this study, the associative research strategy is used to identify the extent of the influence of variable X (independent variable) consisting of price (X_1) and promotion (X_2) on variable Y, namely purchasing decisions (dependent variable), both partially and simultaneously.

2.2 Operational Research Variables

According to Sugiyono (2018: 68), "A research variable is an attribute or trait or value of people, objects or activities that have certain variations set by researchers to study so that information about it is obtained and then conclusions are drawn."

2.2.1 Independent variable

According to Sugiyono (2018: 69), "Independent variables (free variables) are variables that affect or cause changes or the emergence of dependent variables (bound)." The independent variables referred to in this study are:

a. Price (X1)
   According to Kotler in Gupta et al., 2021, "Price is the amount of money charged for a particular product." Companies set prices in various ways in small companies prices are often set by top management.
b. Promotion (X2)
   According to Herawati et al., 2022, "Promotion is a marketing communication, meaning marketing activities that attempt to disseminate information, persuade, or remind the target market of the company and its products so that consumers are willing to accept, buy and be loyal to the products offered by the company."

2.2.2 The dependent variable (variable Y)

According to Sugiyono (2018: 61), "Related variables are variables that are influenced or that are the result of independent variables."

2.3 Population and Sample

2.3.1 Population

According to Sugiyono (2018: 126), "Population is a generalisation area consisting of objects / subjects that have certain quantities and characteristics set by researchers to study and then draw

conclusions." The population in this study were consumers of *Cafe* Obrol Kopi at Haji Nawi, South Jakarta.

Based on the above understanding, it can be concluded that the population is a group of subjects and objects with certain characteristics that will be used as targets for researchers to study further in a conclusion. Data obtained from consumers shows that the population in 2021 totalled 4,742 people.

2.3.2 Sample

According to Sugiyono (2018: 120), "Samples are part of the number and characteristics of the population." Samples are used when the population under study is too large and it is not possible to observe everything. For example, because the population in this study is limited, the researcher

obtained a sample using a sample taken from that population. Sales report data for *Cafe* Obrol Kopi at Haji Nawi, South Jakarta in the 2019-2021 period.

The sampling technique used by the research is *probability sampling* technique. According to Sugiyono (2018: 122), explains that *"Probability sampling* is a sampling technique that provides equal opportunities for each element (member) of the population to choose to become a member of the sample." The form of *probability sampling* used in this study is *proportional stratified random sampling.*

A valid or valid instrument has high validity. Conversely, an instrument that is less valid means it has low validity.

2.4 Classical Assumption Test

2.4.1 Normality Test

According to Mishra et al., 2019 argue that "The normality test is a test carried out with the aim of assessing the distribution of data in a group of data or variables, whether the data distribution is normally distributed or not."

The normality test aims to determine whether the confounding or residual variables have a normal distribution, as it is known that the t test and the F test assume that the residual values follow a normal distribution. According to Ghozali (2018: 160), "There are two ways to detect whether the residuals are normally distributed or not, namely by graph analysis and statistical tests." That is:

The data normality test was also carried out with the *Kolmogorov-smirnov* test. The criteria to determine are as follows:

a. If the Significance *(Asymp Sig 2 tailed) <0.05* means the data is not normally distributed.
b. If the Significance value *(Asymp Sig 2 tailed) > 0.05* means the data is normally distributed.

2.4.2 Multicollinearity Test

According to Alita et al., 2021, argues that "The multicollinearity test aims to test whether the regression model found a correlation between independent independent variables."

To detect the presence or absence of symptoms of multicollinearity in the regression model, it can be done in several ways such as, looking at the correlation value between the independent variables, looking at the *condition index value* and *eigenvalue,* and looking at the *tolerance value* and *variance inflating factor* (VIF) *Variance inflating factor and tolerance* value through the SPSS program, namely:

1. VIF value > 10 then there is multicollinearity in the regression model.
2. VIF value < 10 means there is no multicollinearity in the regression model.

2.4.3 Heteroscedasticity Test

According to Fox, 2019, "Testing is done by regressing each independent variable on the absolute residual value." Residual is the difference between the value of variable X and variable Y, and absolute is the overall positive value. If the *sig* value > 0.05 then there is no heteroscedasticity and vice versa if *sig* < 0.05 then heteroscedasticity occurs.

2.5 Fit Test (Fest Goodues of Fit)

2.5.1 Simple Linear Regression

According to Sugiyono (2018: 270), "Simple regression is based on a functional or causal relationship between one independent variable and one dependent variable." The general problem of simple linear regression is expressed by

Formula:

$$Y = \alpha + \beta X$$

Source: Sugiyono, (2018: 270)

Description:

Y : Dependent variable
α : Constant (Y value if X = 0)
β : Regression coefficient
x : Independent variable

2.5.2 Multiple Linear Regression Test

To determine the relationship between the independent variable and the dependent variable where in this study the independent variables are price (X_1) and promotion (X_2), while the independent one in this study is the purchase decision (Y). to find out whether there is a positive influence between the independent and the dependent, it can be determined by the multiple linear regression equation according to Sugiyono (2018: 218), with the following formula:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \ldots + \beta_k X_k + e$$

Source: Sugiyono, (2018: 218)

Description:
Y : Purchase decision
α : Constant
β : Regression coefficient
X_1 : Price
X_2 : Promotion
E : Standard error.

3. RESULTS AND DISCUSSION

3.1 Instrument Test

3.1.1 Validity Test

According to Sugiyono in the book Payadnya and Atmaja (2020: 29), argues that "The validity test is a test step carried out on the content (Content) of an instrument, with the aim of measuring the accuracy of the instrument used in a study."
With the following conditions:

If r count> r_{tabel} then it can be said to be valid.
If r_{count} < r_{tabel} then it can be said to be invalid.

a. Price $(X)_1$

Table 1. Price Validity Test Results X1

Statement Item	r-count	r-table	Description
X1_1	0,589	0,1966	Valid
X1_2	0,673	0,1966	Valid
X1_3	0,596	0,1966	Valid
X1_4	0,587	0,1966	Valid
X1_5	0,590	0,1966	Valid
X1_6	0,589	0,1966	Valid
X1_7	0,541	0,1966	Valid
X1_8	0,463	0,1966	Valid
X1 _ 9	0,520	0,1966	Valid
X1 _ 10	0,535	0,1966	Valid

Source: Processed Research Results (2023)

3.1.2 Reliability Test

The criteria that can be used if the measuring instrument shows stable results, it is called a reliable measuring instrument. In this study, the measurement used is to compare the *Cronbach's Alpha* value with 0.60.

The Cronbach's Alpha method will produce an alpha value on a scale of 0-1, which can be grouped into five classes, as shown in the table below:

Table 2. Alpha Value with its Level of Reliability

Level of Reliability	Alpha
Less Reliable	0,00-0,20
Somewhat Reliable	0,21-0,40
Moderately Reliable	0,41,0,60
Reliable	0,61-0,80
Very Reliable	0,81-1,00

Source: Taniredja (2016:43)

3.2 Classical Assumption Test

3.2.1 Normality Test

The normality test method is to look at the distribution of data on the diagonal source on the p-p *Plot Of Regression Standardrized residual* graph or the *One Sample Kolmogorov Smirnov* test.

a. Multicollinearity Test

The multicollinearity test has the aim in the study to test whether the regression model found a correlation between the independent variables. A good regression model should not have a correlation between the independent variables. According to Ghojali (2018), in Jumani (2018: 75), argues that "The multicollinearity test aims to test whether the regression model finds a correlation between the independent independent variables." Multicollinearity can be seen from the *Tolerance* value (TOL) and *Variance Inflation Factor* (VIF).

b. Heteroscedasticity Test

Heteroscedasticity test aims to determine whether in the regression model there is an inequality of variance from one residual observation to another. In this study, to measure it using the Glejser test. The glacier-test method is done by abolishing the residual value. After absolution, the absolute value is regressed to find out how much significance is caused by the variables tested. The rule used in the glejser method must be> 0.05. The results of this study can be seen in the following table:

Table 3. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardised Coefficients		Standardised Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.264	2.315		1.410	.162
	Price	-.002	.069	-.003	-.023	.982
	Promotion	-.027	.067	-.056	-.399	.691

a. Dependent Variable: Abs_Res

Source: Results of SPSS Data Processing version 25

3.3 Linear Regression Test

Regression analysis is used to determine how the dependent variable can be predicted through independent or predictor variables. The impact of regression analysis can be used to decide whether the increase or decrease in the state of the dependent variable is done by increasing or decreasing the state of the independent variable. The calculation of simple linear regression and multiple linear regression models was carried out using the SPSS 25 programme.

3.3.1 Simple Linear Regression X_1 on Y

The following are the results of simple linear regression testing Price (X_1) on Purchasing Decisions (Y).

Table 4. Simple Linear Regression Test Results Price X1

Coefficients[a]

Model		Unstandardised Coefficients		Standardised Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16.181	3.751		4.314	.000
	Price	.636	.087	.599	7.327	.000

a. Dependent Variable: Purchase Decision

Source: SPSS 25 Data Processing Results

3.3.2 Multiple Linear Analysis

According to Badrianto & Ekhsan, 2019 "Multiple linear regression analysis intends to predict how the state (rise and fall) of the dependent variable, when two or more independent variables as predictor factors are manipulated (increased and decreased in value) Multiple linear regression methods are carried out to find out the correlation between the independent variable and the dependent variable." In this analysis, the number of independent variables studied is more than one. In this study, the independent variables are Price (X_1) and Promotion (X_2), the dependent variable is Purchase Decision (Y). The regression equation used is: Y = a + b1x1 + b2x2.

Table 5. Multiple Regression Analysis Test Results

Coefficients[a]

Model	Unstandardised Coefficients	Standardised	t	Sig.

		Coefficients				
		B	Std. Error	Beta		
1	(Constant)	10.800	3.742		2.887	.005
	Price	.333	.111	.313	3.002	.003
	Promotion	.430	.108	.416	3.988	.000

a. Dependent Variable: Purchase Decision

Source: Results of SPSS Data Processing version 25

3.4 Hypothesis Test

3.4.1 Partial Hypothesis Test

The t test was conducted to determine the magnitude of the influence of each independent variable on the dependent variable. As a comparison to see the significant effect, the criteria for a significant level of 5% (0.05) is used and compares tcount with ttable. The provisions for finding the t table value are obtained by means of:

Df = α : 2 ; n - k

Description:

α = Sign value (0.05)

n = Number of Samples

k = Number of research variables

Df = (0.05 : 2) ; 98 - 3, then Df = 0.025 ; 95

When viewed from the distribution of t table values (attached t table), the t table value is 1.985. With the following criteria:

a. If $t < t_{tabel}$ means H0 is accepted and Ha is rejected.
b. If $t > t_{tabel}$ means H0 is rejected and Ha is accepted.

If the resulting significance value is 0.000 <0.05, it can be concluded that partially the independent variable has a significant effect on the dependent variable. The following are the results of the tcount test using the SPSS 25 statistical tool:

a. Hypothesis Test X_1 on Y

The results of the partial hypothesis test Price (X_1) on purchasing decisions (Y) can be seen as follows:

Table 6. Partial T Test Results X1 Against Y

Coefficients[a]

Model		Unstandardised Coefficients		Standardised Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16.181	3.751		4.314	.000
	Price	.636	.087	.599	7.327	.000

a. Dependent Variable: Purchase Decision

Source: SPSS 25 Data Processing Results

Based on the results of statistical testing, it can be seen that the independent variables partially and simultaneously affect the dependent variable. The effect of the two variables is positive and significant, in other words, price and promotion will increase purchasing decisions at *Café* Obrol Kopi in Haji Nawi partially or simultaneously. This is in accordance with the hypothesis proposed and the results of previous research. The influence of these variables will be explained as follows:

There is an influence between price on purchasing decisions, this can be proven from the simple linear regression equation Y = 16.181 + 0 636. X_1. This means that the value (a) or constant is 16.181, this value indicates that when the price (X_1) is 0 (zero) or does not increase, the purchase decision (Y) will still be 16.181. The regression coefficient (b) value of 0.636 (positive), namely shows a unidirectional effect, which means that every one unit change in the Price variable (X_1), will result in a change in purchasing decisions of 0.636 *points*. The correlation value of the Price variable is 0.599, which means that the level of price relationship to purchasing decisions has a moderate level of relationship. The coefficient of determination is 0.451, which means that the price variable (X_1) contributes to the purchasing decision variable (Y) by 45.1%, while the remaining 54.9% is caused by other variables not examined in this study. As well as the $_{calculated}$ t value of 7.323> t_{tabel} 1.985 with a significant 0.000 <0.05 then H_0 1 is rejected and H_a 1 is accepted indicating that price has a positive and significant effect on purchasing decisions at *Café* Obrol Kopi in Haji Nawi, South Jakarta. The results of this study are supported by previous research conducted by Sun & Wang, 2020 which states that price has a significant effect on purchasing decisions.

There is an influence between promotion on purchasing decisions, this can be proven from the simple linear regression equation Y = 15.632 + 0.651. X_2. This means that the value (a) or constant is 15.632, this value indicates that when the Promotion (X_2) is worth 0 (zero) or does not increase, the purchase decision (Y) will still be worth 15.632. The regression coefficient (b) value of 0.651 (positive), which shows a unidirectional effect, which means that every one unit change in the Promotion variable (X_2), will result in a change in purchasing decisions of 0.651 *points*. The correlation value of the Promotion variable is 0.799, which means that the level of relationship between promotion and purchasing decisions has a strong level of relationship. The coefficient of determination is 0.451, which means that the promotion variable (X_1) contributes to the purchasing decision variable (Y) by 45.1%, while the remaining 54.9% is caused by other variables not examined in this study. As well as the $_{calculated}$ t value of 7.323> t_{tabel} 1.985 with a significant 0.000 <0.05 then H_0 1 is rejected and H_a 1 is accepted indicating that Promotion has a positive and significant effect on purchasing decisions at *Café* Obrol Kopi in Haji Nawi, South Jakarta. The results of this study are supported by previous research conducted by Rachmawati et al., 2019 which states that Promotion has a positive and significant effect on Purchasing Decisions.

Simultaneously there is an influence between Price and Promotion on purchasing decisions, this can be proven from the multiple linear regression equation Y = 10.800 + 0.333 (X_1) + 0.430 (X)$_2$. Kostanta of 10.800 means that if the price variable and the promotion variable are zero or do not increase, the purchase decision will still be worth 10.800. The regression value of 0.333 X_1 (positive) means that if the price variable (X_1) increases by 1 (one) unit assuming the price variable (X_2) is constant, the purchasing decision (Y) will increase by 0.333 units. This shows that every increase in price will increase purchasing decisions. The regression value of 0.430 (positive) means that if the promotion variable (X_2) increases by 1 (one) unit, assuming the price variable (X_1) is constant, the purchasing decision (Y) will increase by 0.430 units. This shows that every increase in promotion will increase purchasing decisions. The correlation value of the price (X_1) and promotion (X_2) variables is 0.671, meaning that the level of relationship between price and promotion simultaneously on purchasing decisions has a strong level of relationship. The coefficient of determination (R Square) value is 0.451, which means that the price and promotion variables simultaneously contribute to the purchasing decision variable (Y) by 45.1%, while the remaining 54.9% is caused by other variables not examined in this study. As well as $_{the\ calculated}$ F value of 38.960> F $_{tabel}$ 3.09 with a significance level of 0.000 <0.05 thus H_0 3 is rejected and H_a 3 is accepted, meaning that simultaneously there is a positive and significant influence between price and promotion on purchasing decisions at *Café* Obrol Kopi in Haji Nawi, South Jakarta. The results of this study are supported by previous research conducted by Jasmani & Sunarsi, 2020 state that price and promotion have a positive and significant effect on purchasing decisions.

4. CONCLUSION

Based on the results of the analysis and discussion of the effect of price and promotion on purchasing decisions at *Café* Obrol Kopi in Haji Nawi, South Jakarta, the following conclusions are obtained: Price has a significant effect on purchasing decisions by obtaining a regression equation Y = 16.181 + 0.636X_1, correlation value of 0.599 means that the level of price relationship to purchasing decisions has a moderate level of relationship. The coefficient of determination is 45.1% and the hypothesis test obtained t count> t_{tabel} or (7.323> 1.985). Thus H_0 is rejected and H_1 is accepted, meaning that there is a positive and significant effect of price on purchasing decisions at *Café* Obrol Kopi in Haji Nawi, South Jakarta.

Promotion has a significant effect on purchasing decisions by obtaining a regression equation Y = 15.632 + 0.651X_2, correlation value of 0.799 means that the level of promotional relationship to purchasing decisions has a strong level of relationship. The coefficient of determination is 45.1% and the hypothesis test obtained t count> t_{tabel} or (7.323> 1.985). Thus H_0 is rejected and H_2 is accepted, meaning that there is a positive and significant effect of price on purchasing decisions at *Café* Obrol Kopi in Haji Nawi, South Jakarta.

Price and promotion simultaneously have a significant effect on purchasing decisions by obtaining the regression equation Y = 10.800 + 0.333X_1 + 0.430X_2. The correlation value of 0.671 means that the level of relationship between price and promotion simultaneously on purchasing decisions has a strong level of relationship. The coefficient of determination is 45.1%, while the

remaining 54.9% is influenced by other variables not examined in this study. Hypothesis testing obtained the value of F *count*> F_{tabel} or (38.960> 3.09). With a significance level of 0.000 <0.05, thus H_0 3 is rejected and H_a 3 is accepted, meaning that simultaneously there is a positive and significant influence between price and promotion on purchasing decisions at *Café* Obrol Kopi Haji in Nawi, South Jakarta.

4.1 Research Limitations

The research conducted at this time still has many shortcomings and limitations, including the following: The factors that influence purchasing decisions at *Café* Obrol Kopi Haji in Nawi, South Jakarta in this study only consist of independent variables, namely price and promotion, while of course there are many other factors that contribute. The research only focuses on purchasing decisions at *Café* Obrol Kopi Haji in Nawi, South Jakarta. The sample used was only 98 respondents and sometimes the answers given by respondents may still not show the actual situation. For this reason, further research will be more comprehensive if other methods such as interviews are added so that they are more accurate or add other variables.

4.2 Suggestions

Based on the above conclusions as a result of the research, the authors provide the following suggestions: The price of the weakest statement is number 1, namely "Product prices are very affordable for all groups", which only reaches a *score* of 4.21. For the better the company in terms of the price of the products sold is currently quite affordable, but to further support or increase sales, price promotions such as buy 2 get 1 free or even certain *cashless* payments can get a discount.

The weakest statement promotion is number 10, namely "Getting direct offers from *Café* Obrol Kopi employees at Haji Nawi", which only reaches a *score* of 4.19. For the better, the company should also consider that *staff* or employees at *Café* Obrol Kopi in Haji Nawi should be given training for *upselling* products, especially cashiers at the time of payment in order to get a greater sales turnover and can also provide incentives that exceed monthly or daily sales targets.

The weakest statement purchase decision is number 3, namely "Regular consumers choose *Café* Obrol Kopi at Hajj Nawi not to switch to another brand", which only reaches a *score* of 4.27. For the better, the company must increase *loyalty* to *Café* Obrol Kopi at Hajj Nawi by providing a *loyalty card* with a *free* 1 *cup reward* for every purchase collected as many as 10 *cups.*

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