



The Influence Of Price And Service Quality On Purchasing Decisions For Cafe Goela Gelato In Pontianak City

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How to Cite :

Paujiah, N., Sukardi, S. (2024). The Influence Of Price And Service Quality On Purchasing Decisions For Cafe Goela Gelato In Pontianak City. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 12(3). doi: <https://doi.org/10.37676/ekombis.v12i3>

ARTICLE HISTORY

Received [05 Mei 2024]

Revised [29 Juni 2024]

Accepted [05 Juli 2024]

KEYWORDS

Price, Service Quality,
Purchasing Decisions.

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ABSTRACT

This research aims to find out whether there is a relationship between price and service quality. With a positive data collection strategy and a sample size of 100 participants, this research applies associative methodology. Participants must be residents of Pontianak City, aged 17–50 years. Statistical methods used in the analysis include: multiple linear regression, correlation and determination coefficients, simultaneous testing (F test), and partial testing (t test). The data are linear, normally distributed, and show no signs of multicollinearity; these findings were confirmed by standard assumption tests. These variables have a strong relationship with each other, shown by a correlation value of 0.785. Based on the coefficient of determination (R^2), the variables included in this study contributed 62% to purchasing decisions, while the remaining 38% was influenced by other factors that could not be explained. Initial research shows that price has no significant effect on purchasing decisions. On the other hand, service quality has a significant influence on purchasing decisions.

INTRODUCTION

In entering the current business era, the level of competition in Indonesia is very tight because every company is trying to increase market share and reach new consumers quickly. One of the businesses that has increasingly competitive competition today is the cafe. Rachmawati (2011: 143) says that business people must be able to identify the target market they want to target in order to be successful in determining the business strategy to be taken. In this case, purchasing decisions are very important in the success of a business. Cafe Goela Gelato was officially opened in March 2020, which is located in the city centre Jl. Letjen Suprpto VI, continent melayu darat, South Pontianak, Cafe Goela Gelato promises a variety of Italian food.

In very fierce competition, the main thing that Cafe Goela Gelato must pay attention to is price and service quality in order to survive, compete and dominate market share.

Pricing in a Cafe business is very important, price is one of the most important factors in sales, many companies go bankrupt because they set prices that are not suitable in the market. To find out the price suitable for consumers, the company must conduct more in-depth research in order to be able to determine the price that suits consumers. Consumers use price as a consideration in determining whether to buy a product or not. In the findings of Khaira et al. (2022) that price has a significant effect on purchasing decisions partially. This statement is also proven in Suharlina's research (2023) that price has a partial and significant effect on purchasing decisions. To maintain and improve its business and continue to evaluate its performance. With an evaluation, it can improve the quality of its services accordingly so that it can influence the purchasing decisions of its consumers. According to (Astuti et al., 2021) in (Anindya, 2020) The decision to buy by a consumer for a product begins with the buyer's awareness of a need. In the findings of Denny et al., (2017) Service quality has a positive effect on purchasing decisions, this is evidenced by the regression coefficient of 0.248. The amount of competition in the cafe business is increasing, of course, each business will provide the best for its customers, therefore through price and good service quality will influence consumer purchasing decisions. This statement is also proven in the research of Mukti et al. (2021) that service quality has a positive and significant effect on purchasing decisions.

LITERATURE REVIEW

Marketing Management

A company will be successful if there is good marketing management in it. Marketing management is also a guideline in carrying out the survival of the company from the start of the production process until the goods reach consumers. The definition of marketing management according to Kotler and Keller (2016: 27) is Marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering and communicating superior customer value. Meanwhile, according to Achmad et al., (2013: 10), "Marketing management is the analysis, planning, implementation and control of programs designed to create, build and maintain profitable exchanges in target markets with the intention of achieving organisational goals."

Then another definition put forward by Ben M. Enis in Buchari Alma (2014: 130) states that marketing management is a process to increase the efficiency and effectiveness of marketing activities carried out by individuals or by companies. Danang Sunyoto (2015: 191) states that marketing management is a business function that identifies the needs and desires of consumers who must be satisfied by other human activities that produce need-satisfying tools, in the form of goods and services.

Purchase Decision

Kotler and Keller (2016) "Defining purchasing decisions is a form of selection and interest in buying the most preferred brand between a number of different brands. According to Kotler and Armstrong (2016) "Purchasing decisions are part of consumer behaviour, namely the study of how individuals, groups and organisations choose, buy, use, and how goods, services ideas or experiences satisfy their needs and wants". Kotler and Armstrong (2008: 179) the purchasing decision process consists of five stages: Need recognition, information search, evaluation of alternative purchase decisions, and post-purchase behaviour.

Price

According to Ali Hasan (2008: 298): Price is any form of monetary cost sacrificed by consumers to obtain, own, take advantage of a number of combinations of goods and services

from a product. According to Fetrisen et al., (2019) price is one of the important components for consumers so that companies and organisations need to understand well this role in influencing consumer attitudes, price as an attribute can be interpreted as a concept of diversity of meaning for each consumer depending on the characteristics of consumers to come and shop. The dimensions of price according to Kotler and Keller (2009: 23) are; (1) price list, (2) rebates / discounts, (3) special discounts, (4) payment period, (5) credit terms.

Price is the value of money determined by the Company in exchange for goods or services traded and something else held by a Company in order to satisfy customer desires. In research by Hutagalung et al., (2020) there is a significant influence between service quality and purchasing decisions.

- H1 : Price affects purchasing decisions

Service Quality

According to Lupiyadi (2013: 212): "Service quality is a combination of properties and characteristics that determine the extent to which the output can meet the requirements of customer needs, so customers determine and assess to what extent these properties and characteristics meet their needs". According to Tjiptono (2014: 258): "Service or service quality focuses on efforts to fulfil customer needs and desires and the accuracy of delivering customer expectations." Service quality can be determined by the main dimensions, namely: (1) Reliability, (2) responsiveness, (3) assurance, (4) empathy, (5) physical evidence. Service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. In research by Mukti et al. (2021) that service quality has a positive and significant effect on purchasing decisions.

- H2 : Service Quality affects Purchasing Decisions

METHODS

The type of research used is an associative approach as a research technique, with the aim of knowing the relationship between the variables Price (X1), Service Quality (X2) on Purchasing Decisions (Y). Data collection through questionnaire collection totalling 100 respondents who have a Likert scale that includes five different possibilities. To facilitate the respondent data collection process, Google Form is used. The population of this study consists of individuals who take the survey by filling out a questionnaire using Google Form. To assess the data collected, several data analysis processes were used. These procedures include classical assumption test, multiple linear regression analysis, correlation analysis and coefficient of determination, simultaneous F test, and partial t test. Data management procedures were carried out with the help of IBM SPSS 26.

RESULTS

Validity and Reliability Test

A test can be said to have high validity if the test carries out its measuring function, or provides precise and accurate measurement results in accordance with the purpose of imposing the test. A test that produces data that is irrelevant to the purpose of the measurement is said to be a test that has low validity. ". The validity test was carried out with the Pearson Product Moment correlation technique. According to Siregar (2017: 77): "A research instrument is said to be valid, if the product moment correlation coefficient $> r_{table}(\alpha; n-2)$ n = number of samples".

The reliability test was carried out with the Cornbach Alpha technique. According to Siregar (2017: 90): "The criteria for a research instrument are said to be reliable using this technique, if the coefficient $(r_{11}) > 0.6$ ".

Table 1 Validity And Reliability Test Results

Variable	Item-	R account	R _{table}	Cronbach's Alpha
Price	1	0,657	0,195	0,767
	2	0,595		
	3	0,741		
	4	0,731		
	5	0,616		
	6	0,678		
	7	0,502		
Service Quality	1	0,603	0,195	0,845
	2	0,504		
	3	0,606		
	4	0,537		
	5	0,672		
	6	0,724		
	7	0,436		
	8	0,648		
	9	0,585		
	10	0,348		
	11	0,585		
	12	0,357		
	13	0,682		
	14	0,567		
	15	0,655		
Purchase Decision	1	0,542	0,195	0,849
	2	0,566		
	3	0,507		
	4	0,652		
	5	0,539		
	6	0,562		
	7	0,624		
	8	0,642		
	9	0,611		
	10	0,556		
	11	0,695		
	12	0,721		
	13	0,628		

Source: Processed Data, 2024

Based on table 1, all data is considered acceptable if the calculated value (estimated correlation coefficient) exceeds the crucial value (r_{table}) given in the table. This ensures that the data collected from the survey is accurate. A reliable or consistent set of variables is sometimes defined as having a Cornbanch's Alpha value lower than 0.60. Thus, the results of this survey are consistent and can be further investigated for interpretation and analysis.

Normality Test

The normality test in this study used the Kolmogorov-Smirnov test. If sig > 0.05, then the data is normally distributed, if sig ≤ 0.05, then the data is not normally distributed.

Table 2 Normality Test Results

Test Statistic	.063
Asymp. Sig. (2-tailed)	.200

Source: Processed Data, 2024

Based on Table 2 of the normality test results, the value of the "One-Sample Kolmogorov-Smirnov Test" output table is known that the significant value of Asymp.Sig. (2-tailed) is $0.200 > 0.05$. So in accordance with the basis for decision making in the Kolmogorov-smirnov normality test, it can be concluded that the data is normally distributed.

Multicollinearity Test

Factor (VIF) values. According to Siregar (2017: 103): "The cutoff value that is commonly used to indicate the presence of multicollinearity is a Tolerance value ≤ 0.10 and a VIF value ≥ 10 .

Table 3 Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.913	1.095
	X2	.913	1.095

Source: Processed Data, 2024

Based on the test results, it can be seen that the tolerance value is more than 0.10 and the VIF value is less than 10, which is indicated by the X1 tolerance value of 0.193, and the X2 tolerance value of 0.913. While the VIF value of X1 is 1.095, and the VIF value of X3 is 1.09. thus it can be concluded that the regression equation model does not have multicollinearity symptoms.

Linearity Test

A linear relationship between two variables is shown when the p value for the linearity test is greater than 0.5.

Table 4 Linearity Test Results

Item	Sig. Deviation of Linearity
Y * X1	0,758
Y * X2	0,001

Source: Processed Data, 2024

Table 4 shows that the price variable X1 Sig. Linearity more than 0.05 indicates that there is a linear relationship between the price variable and purchasing decisions, while the X2 Service Quality variable sig. Linearity less than 0.05 indicates that there is no linear relationship between the service quality variable and purchasing decisions.

Multiple Linear Regression Analysis**Table 5 Multiple Linear Regression Analysis**

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.388	4.275		1.728	.087
	X1	.112	.107	.069	1.046	.298
	X2	.793	.069	.762	11.570	.000

Source: Processed Data, 2024

Based on the results of Table 5. It can be seen that the multiple linear equation is as follows: $Y = 7.388 + 0.112 X_1 + 0.793 X_2 + e$

The regression equation can be explained as follows:

1. The constant value is 7.388, which means that if the variable is 0, the purchasing decision variable will increase by 7.388.
2. The linear regression coefficient of the price variable is 0.112, which means that if the price variable increases by 1 point, the purchasing decision variable will increase by 0.112.
3. The service quality linear regression coefficient is 0.793, which means that if the service quality variable increases by 1 point, the purchasing decision variable will increase by 0.793.

Correlation And Determination Coefficient Analysis

Table 6 Correlation And Determination Coefficient Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785 ^a	0.616	0.259	6.273

Source: Processed Data, 2024

The relationship between purchasing decisions and independent variables is shown by r of 0.785 in table 6 besides that, the R-Square value of the independent variable X1 is 0.616. These results indicate that the variable price model and service quality contribute about 62% of the purchase decision.

Simultaneous Test (F Test)

Table 7 Simultaneous Test Results (F Test)

ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	979.686	2	489.843	82.252	.000
	Residual	577.674	97	5.955		
	Total	1557.360	99			

Source: Processed Data, 2024

Based on the results of the F statistical test using analysis of variance or ANOVA, it can be seen that there is a significant relationship between the price and service quality variables on purchasing decisions (p-value <0.05).

Partial Result Test (t)

Table 9 Partial Test Results (t Test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.127	4..250		1.442	.153
	X1	.118	.105	.073	1.128	.262
	X2	.704	.059	.769	11.916	.000

a. Dependent Variable: Keputusan Pembelian

Source: Processed Data, 2024

Based on the partial test results (t test) in table 9. It can be concluded that the price variable (X1) does not show a statistically significant (p-value <0.05), the results indicate that

there is no statistically significant relationship between the price variable and purchasing decisions. service quality variable (X2) shows a statistically significant effect ($p\text{-value} > 0.05$), the results indicate that there is a statistically significant relationship between the service quality variable and purchasing decisions.

DISCUSSION

1. The Effect of Price on Purchasing Decisions

The results showed that the significant level in the price variable (X1) was $0.262 > 0.05$. This means that the price variable has no influence on purchasing decisions (Y).

According to research by Firda Nuraini et al., (2022) Thus, price has no effect on purchasing decisions because the significance value is greater than 0.05. Thus, price has no significant effect on purchasing decisions.

2. Effect of Service Quality on Purchasing Decisions

From the research results, the significant level in the service quality variable (X2) is $0.00 < 0.05$.

This means that the service quality variable has an influence on purchasing decisions (Y). In research by Malonda et al., (2021) There is a simultaneous or (joint) influence between Price and Service Quality on Purchasing Decisions for consumers.

CONCLUSION

Based on the results of hypothesis testing and discussion in the study, it can be concluded that price does not have a significant impact on purchasing decisions. On the other hand, service quality has a significant influence on purchasing decisions. Thus, the more quality service provided by Cafe Goela Gelato to consumers, the more it will increase their purchasing decisions for food and beverage products from Cafe Goela Gelato. Price does not have a significant effect because many consumers do not look at product prices in making purchases, however, Cafe Goela Gelato management still needs to consider providing price promos to attract consumer buying interest.

SUGGESTION

After conducting a thorough review and comprehensive discussion, there are several recommendations to consider. Firstly, it is recommended to conduct further research by including additional variables that may influence other factors that have an impact on purchasing decisions. Engaging in these activities will help gain a more comprehensive understanding of the factors that influence purchase decisions. In addition, it is important to increase the sample size by involving individuals who have diverse characteristics.

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