Purchase Intention As A Mediator Of Price And Product Toward Purchase Decision At Kedai Kopi Abah Sintang

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ABSTRACT
This research seeks to assess the influence of price and product on purchasing decisions, both directly and indirectly through purchase intention as a mediating variable. A quantitative method was employed, utilizing a survey technique. Data were gathered by distributing questionnaires to 100 respondents who are customers of Kedai Kopi Abah Sintang, and analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (SmartPLS) approach. The results show that price has a significant and positive effect on both purchase intention and purchasing decisions, and also exerts an indirect influence on purchasing decisions through purchase intention. Conversely, the product factor does not have a significant impact on purchase intention or purchasing decisions, either directly or indirectly. Furthermore, purchase intention is found to have a significant effect on purchasing decisions. These findings highlight the crucial role of purchase intention in mediating the relationship between price and purchasing decisions, while it does not act as a mediator between product and purchasing decisions. This study is intended to serve as a useful reference for business practitioners in developing more effective marketing strategies, particularly in setting pricing strategies and enhancing consumer purchase intention.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are businesses operated by individuals or organizations that have relatively small or limited capital. MSMEs typically have a small number of employees, a relatively small business scale, and low income levels (Hapsari et al., 2024). In terms of both the number of businesses and job creation, MSMEs play a crucial role in Indonesia's economy (Farisi et al., 2022). These small and medium enterprises are predominantly run by ordinary citizens and produce goods that are needed by the local community. They build their businesses using their own capital or that of others to meet their own needs while also aiming to gain profit from their operations (Noviyani, 2023).

According to data from the Office of Cooperatives and MSMEs of West Kalimantan Province (2024), as of September 2024, there were 225,713 MSME actors recorded. Among

them, 193,772 business units (85.85%) were categorized as micro enterprises, 28,822 units (12.77%) as small enterprises, and 3,119 units (1.38%) as medium enterprises. The food and beverage service sector, including coffee shops, was the most dominant, contributing 21.67% of the total MSME actors based on the 2020 KBLI classification.

Figure 1 MSME Business Sectors in West Kalimantan
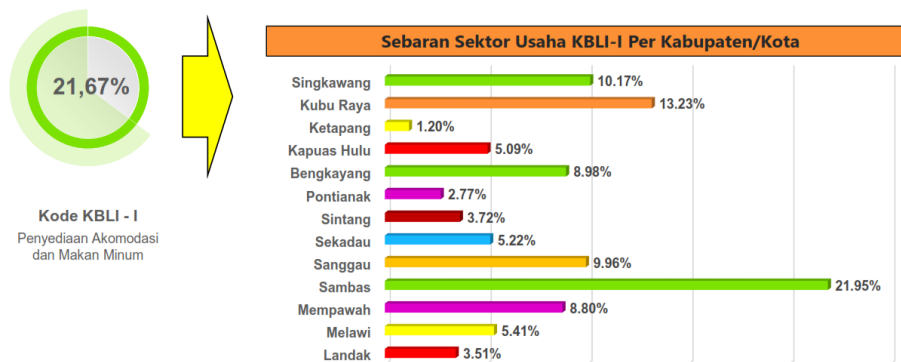
Source: Office of Cooperatives and MSMEs of West Kalimantan Province, 2024.

Based on the figure above, Sintang Regency recorded a contribution of 3.72% of all MSME actors in the accommodation and food service sector. This percentage indicates that Sintang's culinary industry still has room to grow, even though it is not among the highest contributing areas such as Sambas (21.95%) or Kubu Raya (13.23%). The 3.72% figure shows that Sintang's culinary industry is fairly active, including restaurants, coffee shops, and other modern beverage businesses. The presence of businesses like Kedai Kopi Abah reflects the vibrancy of this industry amid MSME development. In the context of coffee industry growth and evolving consumer trends, this contribution represents a strategic opportunity to boost the competitiveness of local culinary MSMEs particularly through innovation in pricing, product quality, and approaches to influencing consumer purchase intention.

Kedai Kopi Abah is a popular place to enjoy a variety of drinks and food. The café offers a comfortable atmosphere that is perfect for relaxing and gathering with friends, making it an ideal spot for both young people and adults. Kedai Kopi Abah is located in Sintang Regency, West Kalimantan. Nowadays, people frequently drink coffee at coffee shops. Most people use coffee shops for various purposes, such as meeting clients, socializing, or studying. This trend has driven rapid growth in the national coffee industry, including local MSMEs operating in the coffee shop sector.

Indonesia has great potential in the coffee industry, as the country is known as one of the largest coffee producers in the world. The market share of coffee shops in Indonesia is projected to reach USD 2.1 billion in the coming years, with an average annual growth rate of around 10% (Muchtar, 2024). This suggests that competition within the industry will continue to intensify, requiring business players to comprehend the factors that drive consumer purchasing decisions.

A purchase decision refers to the buyer's choice regarding whether to proceed with buying a product or not (Putra et al., 2024). Within this context, factors like price and product serve as essential components that can shape consumers' purchase interest, ultimately influencing their buying decisions. Price is the sum of money that the buyer pays the seller in return for using or owning a product, whether through a special deal or a set price that is the same for all purchasers. (Priansa, 2021). In addition to price, product quality is also a major concern. Every business must prioritize product quality based on the assumption that their products need to compete in the market to meet customer needs and expectations (Thadsyah & Batu, 2022).

Although price and product influence decisions, the specifics of the purchase are not always direct. Consumers do not only focus on low prices but also consider product quality, perceived value, and their desire to buy. In this context, purchase intention acts as an important element that links price, product quality, and purchase decisions. Purchase intention refers to the buyer's behavior that indicates the desire and intention to buy a particular product or service. This ultimately leads to the desire to purchase a specific product, accompanied by the quantity of units needed within a certain time frame (Adolph, 2016).

LITERATURE REVIEW
Price
According to Tjiptono (2015): Price refers to the monetary worth or alternative measure, including goods or services, that is traded to acquire ownership or usage rights of a particular product or service. Price is an important part of business because it allows businesses to generate revenue and sustain their operations. Consumers also use price to exchange for goods and services, ensuring that the products they purchase meet their needs and desires. (Pane & Lubis, 2023). According to Tjiptono (2019) pricing encompasses several aspects, including price affordability, the alignment of price with product quality, the alignment of price with perceived benefits, and price competitiveness in relation to consumers' purchasing power.

Product
According to Fandy Tjiptono (2015): Product is any item that producers can provide to be seen, desired, pursued, acquired, utilized, and/or consumed by consumers to satisfy the wants or requirements of the particular market. As stated by Kotler and Amstrong (2008) Creating a product or service includes identifying the advantages that the product or service will provide. These advantages are expressed and provided through characteristics of the product like quality, features, style, and design.

Purchase intention
According to Priansa (2021) Intent to buy centers around one's interest in an item, paired with a sense of satisfaction related to that product. This combination fosters a longing that produces a strong belief in the product's advantages, prompting the person to wish to possess it by paying for it or trading money for it. Priansa (2021) also states that consumer buying intent can be assessed through different factors. Typically, these factors include four primary components: transactional intention, referential intention, preferential intention, and exploratory intention.

Purchase Decision
According to Firmansyah (2018) Making a buying choice is a problem-solving exercise undertaken by a person to choose the best course of action from multiple available alternatives. This process is seen as the optimal step in the purchasing journey, beginning with a method of decision-making. Firmansyah (2018) explains that a consumer's purchase decision goes through several stages, including problem recognition, information search, evaluation of alternatives, the decision to purchase, and post-purchase behavior.

CONCEPTUAL FRAMEWORK
The Influence of Price (X1) on Purchase Decision (Y)
Price is a key factor in marketing strategy that directly affects consumers' purchase decisions. Price is not only used as a medium of exchange but also serves as an indicator of the value of the product being offered. Price is the sole factor in the marketing mix that produces income and significantly affects how consumers view and make choices (Kotler & Keller, 2016).

Consumers' perception of price is crucial in their purchase decision-making process. If they perceive the price of a product as fair, affordable, and aligned with the quality or benefits offered, they are more likely to make a quicker decision and may even reconsider canceling a purchase. The study conducted by (Astuti, 2021) revealed a significant positive relationship between price and purchase decisions.

H1: Price positively and significantly influences purchase decision.

The Influence of Price (X1) on Purchase Intention (Z)

Price is a significant factor that can affect consumers' intention to make a purchase. Purchase intention is a psychological drive that arises within consumers to buy a product after an evaluation process. Consumers' perception of the offered price greatly affects the emergence of that intention.

As stated by Kotler & Amstrong (2018), Price refers to the overall amount of money that consumers are required to spend in exchange for the benefits offered by a product or service. When the price is perceived as fair, affordable, and aligned with the product's quality, consumers are more likely to develop an interest in making a purchase. Conversely, if the price is perceived as too high or not in accordance with the perceived value, consumer purchase intention may decrease. Determining the appropriate cost is a crucial tactic for capturing the attention of buyers in markets where price plays a significant role in purchasing decisions. The study by (Akbar, 2022) indicates a significant positive relationship between price and consumers' intention to purchase.

H2: Price exerts a positive and significant influence on consumers' purchase intention.

The Influence of Product (X2) on Purchase Decision (Y)

Product is an important part of marketing strategy, and consumers consider it carefully when making purchase decisions. A high-quality product will provide satisfaction, trust, and the likelihood of repeat purchases. A product refers to any item that is available for sale in the marketplace with the intention of drawing interest, being bought, utilized, or consumed to fulfill desires or requirements (Kotler & Keller, 2016). If consumers feel that the product meets their needs, has clear benefits, is of high quality, and can provide added value compared to similar competitor products, they will decide to purchase it. Research conducted by (Oktaviani & Hernawan, 2022) found that product quality has a positive and significant impact on purchase decisions.

H3: Product exerts a positive and significant influence on purchase decisions.

The Influence of Product (X2) on Purchase Intention (Z)

Purchase intention is a representation of the buyer's interest in a product, influenced by their perception and evaluation of the product's features. A well-designed, high-quality product that can provide an enjoyable user experience will generate purchase intention.

According to Kotler & Amstrong (2018), products with better quality, features, design, and performance will attract consumers' attention and encourage purchase intention. Additionally, products that align with consumers' needs and preferences will be more attractive in the market. Research by (Sundari & Lailla, 2025) shows that there is a positive and significant influence of product quality on purchase intention.

H4: Product exerts a positive and significant influence on consumers' purchase intention.

The Influence of Purchase Intention (Z) on Purchase Decision (Y)

One of the important indicators preceding a purchase decision is purchase intention, which shows the degree of desire or tendency of buyers to purchase a product after evaluating the price, product quality, and other factors. When purchase intention is strongly formed, it is highly likely that an actual purchase decision will follow. The study by (Ayumi & Budiatmo, 2021)

indicates that consumers' purchase intention plays a key role in positively affecting their purchase decisions. This means that the likelihood of someone making a purchase is greater if they show a stronger interest in a product.

H5: Purchase intention exerts a positive and significant influence on consumers' purchase decisions.

The Influence of Price (X1) on Purchase Decision (Y) Mediated by Purchase Intention (Z)

In addition to functioning as an independent variable, purchase intention can also serve as a mediating variable between purchase decision and price. In other words, price influences purchase intention first, which then directly impacts the purchase decision. Logically, initial interest or purchase intention will increase if the price is competitive and affordable. When the intention is formed, customers are more likely to buy the product. This supports the argument that purchase intention plays an important role in the mechanism influencing purchase decisions. Research by (Shabrina & Budiatmo, 2020) shows that purchase intention significantly mediates the effect of price on purchase decision.

H6: Price exerts a positive and significant influence on purchase decisions through the mediating role   of purchase intention.

The Influence of Product (X2) on Purchase Decision (Y) Mediated by Purchase Intention (Z)

One of the important factors influencing consumers' perception of a product or service is the product variable. High-quality products, attractive features, designs that suit customer tastes, and uniqueness can make a product more appealing to purchase. When buyers see that the product meets their needs and desires, they will have a strong purchase intention. This motivation arises when customers decide to buy something. Therefore, products not only directly influence purchase decisions but also indirectly affect purchase intention. The quality and appeal of a product will increase purchase intention, which in turn leads to purchase decisions. The study conducted by (Lukitaningsih et al., 2024) indicates that purchase intention plays a significant mediating role in the relationship between product quality and purchase decision.

H7: Product exerts a positive and significant influence on purchase decisions through the mediating role of purchase intention.

Figure 2 Conceptual Framework Model
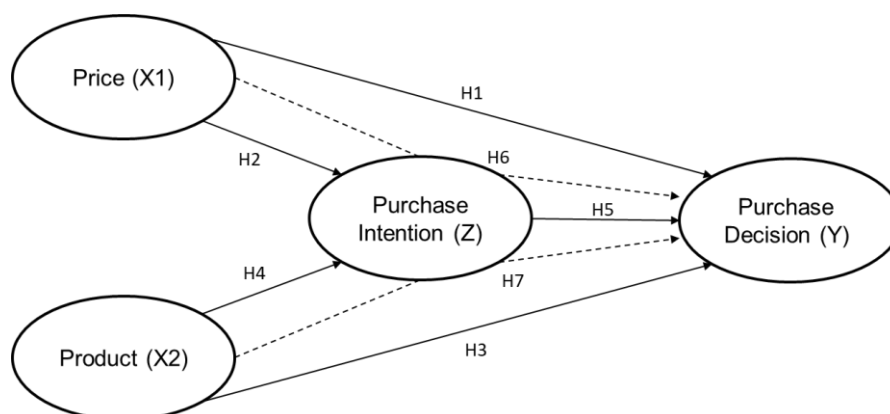
METHODS

This research uses a quantitative approach with an associative design, aiming to examine the relationship between variables through statistical analysis. Siregar (2020) states that associative or relational research seeks to identify how two or more variables are related to each other. In this study, the variables involved include independent variables: Price (X1) and Product

(X2), an intervening variable: Purchase Intention (Z), and a dependent variable: Purchase Decision (Y). This study uses a survey method, in which data are collected through questionnaires. This study's population includes all customers of Kedai Kopi Abah Sintang, with purposive sampling used to select respondents.   Purposive sampling is a sampling technique that involves selecting samples based on particular criteria (Sugiyono, 2024). The criteria used for selecting samples include consumers who have made purchases at Kedai Kopi Abah Sintang and are at least 17 years old. According to the formula from Purba (1996) in Sujarweni (2015) the minimum number of samples required is 96 respondents; however, for the sake of research convenience, 100 respondents were selected. This study employs the Likert scale as its measurement instrument. According to Sugiyono (2024) the Likert scale is used to evaluate individuals' or groups' feelings, beliefs, and opinions regarding a social phenomenon. This study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) as the analytical method, using SmartPLS software version 3.2.9.

Evaluation of the Measurement Model (Outer Model) and the Structural Model (Inner Model)

The data examination technique utilized in this research follows the Partial Least Squares (PLS) methodology. According to Ghozali (2021) Partial Least Squares is a robust analytical approach frequently described as soft modeling because it removes the constraints of OLS (Ordinary Least Squares) regression, including the need for a multivariate normal data distribution and the lack of multicollinearity issues among independent variables (Wold, 1985). PLS consists of two components: the measurement model, commonly called the outer model, and the structural model, known as the inner model. In this study, we performed an analysis by testing multiple hypotheses using the PLS method, which involves:

1. Evaluation of the Measurement Model (Outer Model)

According to Ghozali (2021:7) The measurement model illustrates how the latent variables to be assessed are represented by manifest or observed variables. This assessment involves the following steps:

a. Convergent Validity Test

Evaluating convergent validity, which is an important part of assessing the outer model, involves examining the factor loadings of each indicator in relation to its latent variable. While a factor loading above 0.70 is ideal (Wirawan & Razak, 2019), values between 0.50 and 0.60 are considered acceptable, particularly during the initial phases of creating a measurement scale (Latan, 2017).

b. Discriminant Validity Test

To ensure adequate construct differentiation, discriminant validity in the outer model is established by comparing cross-loadings. According to (Wirawan & Razak, 2019), the loading for each indicator on its designated construct should surpass its loadings on any other constructs. Further validation entails examining the correlation between components and the Average Variance Extracted (AVE) value corresponding to each construct. Discriminant validity is deemed sufficient when the AVE value is greater than 0.50.

c. Reliability Test

Reliability assessment within the outer model evaluation confirms the precision, uniformity, and dependability of the measurement tool. In Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS, a construct is deemed reliable when both the Cronbach's Alpha and Composite Reliability scores exceed 0.70.(Ghozali, 2014).

2. Evaluation of the Structural Model (Inner Model)

As stated by Ghozali (2021) the structural framework illustrates the intensity of projections among latent variables or constructs. Below are the steps involved in assessing the inner model:

a. Coefficient of Determination (R-Square) Test
   The R-Square value acts as a measure of the extent to which the independent variable affects variations in the dependent variable. As stated by Ghozali Ghozali (2021) R-Square values of 0.67, 0.33, and 0.19 reflect strong, moderate, and weak models, respectively.

b. Direct Effect Hypothesis Test
   The direct effect hypothesis test is conducted through the application of the bootstrapping technique. According to Sarstedt et al (2021) Hypothesis testing involves evaluating the t-value against the critical value derived from the standard normal distribution to assess if the coefficient holds statistical significance. With a significance level of 5%, a t-value exceeding 1.984 (in a two-tailed test) suggests that the weight of the indicator holds statistical significance.

c. Indirect Effect Test
   According to Ghozali (2021) Path analysis enables the examination of both direct connections among variables and indirect links within the model. The study examines the indirect connections between variables through the mediator variable, utilizing the bootstrapping technique via SmartPLS software. A mediator variable is considered to strengthen the link between the independent and dependent variables if its presence significantly improves this relationship. Mediation is seen as significant when the t-statistic exceeds 1.984 or the p-value is below 0.05. In simpler terms, the hypothesis about the mediation effect of the intervening variable can be accepted if the t-statistic is greater than 1.984 and the p-value remains under 0.05.

RESULTS

Evaluation of the Measurement Model (Outer Model)

In this research, Confirmatory Factor Analysis (CFA) employs the Outer Model (Measurement Model) to establish the connections between latent variable constructs and their respective indicators. The findings from the SmartPLS Outer Model Algorithm are displayed in Figure 2.

Figure 3 Outer Loading
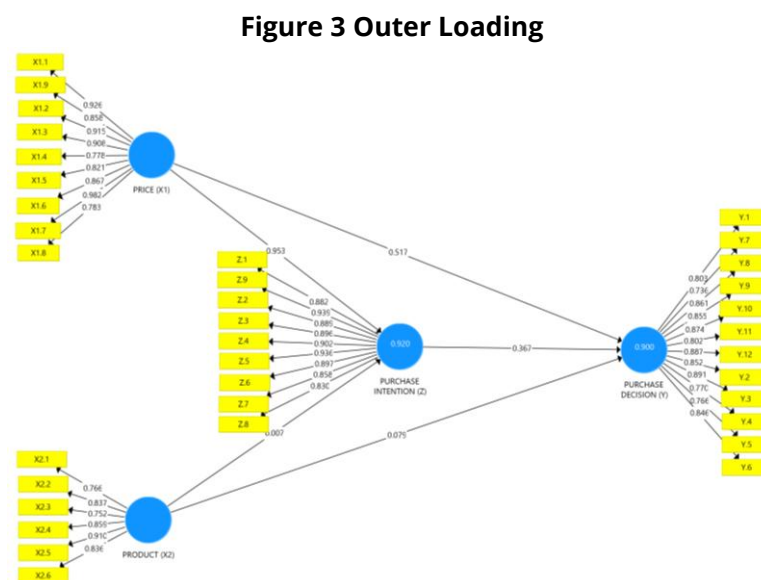
Source: Processed by the author (2025)

Convergent Validity Test

Convergent validity is evaluated by examining the factor loading values of hidden variables together with their related indicators during the assessment of the outer model. A factor loading value higher than 0. 70 is considered optimal. Nonetheless, factor loadings ranging from 0. 50 to

0. 60 are also permissible for research that is in the preliminary phases of scale development (Latan, 2017). The following presents the findings of the convergent validity assessment:

Table 1. Results of Instrument Validity Test Using Factor Loadings

Construct	Indicator Code	Loading Factor	Description
Price (X1)	X1.1	0.926	Valid
	X1.2	0.915	Valid
	X1.3	0.908	Valid
	X1.4	0.778	Valid
	X1.5	0.821	Valid
	X1.6	0.867	Valid
	X1.7	0.982	Valid
	X1.8	0.783	Valid
	X1.9	0.858	Valid
Product (X2)	X2.1	0.766	Valid
	X2.2	0.837	Valid
	X2.3	0.752	Valid
	X2.4	0.859	Valid
	X2.5	0.910	Valid
	X2.6	0.836	Valid
Purchase Decision (Y)	Y.1	0.803	Valid
	Y.2	0.852	Valid
	Y.3	0.891	Valid
	Y.4	0.770	Valid
	Y.5	0.766	Valid
	Y.6	0.846	Valid
	Y.7	0.736	Valid
	Y.8	0.861	Valid
	Y.9	0.855	Valid
	Y.10	0.874	Valid
	Y.11	0.802	Valid
	Y.12	0.887	Valid
Purchase Intention (Z)	Z.1	0.882	Valid
	Z.2	0.889	Valid
	Z.3	0.896	Valid
	Z.4	0.902	Valid
	Z.5	0.936	Valid
	Z.6	0.897	Valid
	Z.7	0.858	Valid
	Z.8	0.830	Valid
	Z.9	0.939	Valid

Source: Primary Data Processed, 2025

Table 1 reveals that all factor loadings are above the 0. 70 mark, signifying the validity of each indicator utilized in this research. Consequently, these indicators can be employed to measure the study's variables.

Discriminant Validity Test

Discriminant validity is evaluated in the analysis of the external model by looking at how much the indicators load onto their corresponding constructs. A latent construct is deemed a more effective predictor of its indicators when the correlation with its indicators is higher than the correlation with indicators from other constructs. This signifies that the construct holds greater predictive strength than the other indicators included in the model. Below are the findings from the discriminant validity assessment.

Table 2. Cross Loading

Indicator code	Price	Product	Purchase Decision	Purchase Intention
X1.1	0.926	0.835	0.880	0.895
X1.2	0.915	0.826	0.871	0.877
X1.3	0.908	0.824	0.850	0.902
X1.4	0.778	0.868	0.738	0.771
X1.5	0.821	0.776	0.726	0.732
X1.6	0.867	0.765	0.797	0.787
X1.7	0.982	0.928	0.948	0.965
X1.8	0.783	0.837	0.778	0.733
X1.9	0.858	0.742	0.795	0.844
X2.1	0.786	0.766	0.685	0.707
X2.2	0.783	0.837	0.778	0.733
X2.3	0.633	0.752	0.623	0.579
X2.4	0.768	0.859	0.734	0.773
X2.5	0.927	0.910	0.895	0.912
X2.6	0.744	0.836	0.703	0.739
Y.1	0.804	0.737	0.803	0.841
Y.2	0.682	0.663	0.852	0.654
Y.3	0.932	0.856	0.891	0.933
Y.4	0.740	0.711	0.770	0.748
Y.5	0.592	0.591	0.766	0.574
Y.6	0.842	0.870	0.846	0.880
Y.7	0.550	0.535	0.736	0.552
Y.8	0.706	0.684	0.861	0.663
Y.9	0.889	0.793	0.855	0.852
Y.10	0.717	0.692	0.874	0.697
Y.11	0.831	0.740	0.802	0.793
Y.12	0.924	0.903	0.887	0.919
Z.1	0.827	0.850	0.836	0.882
Z.2	0.842	0.766	0.788	0.889
Z.3	0.853	0.823	0.830	0.896
Z.4	0.876	0.809	0.851	0.902
Z.5	0.917	0.868	0.877	0.936
Z.6	0.875	0.805	0.852	0.897
Z.7	0.820	0.754	0.815	0.858
Z.8	0.766	0.734	0.762	0.830
Z.9	0.919	0.842	0.881	0.939

Source: Primary Data Processed, 2025

Table 2 illustrates that the cross-loading reflects discriminant validity. Each indicator shows a stronger connection with its respective construct in comparison to other constructs. To verify discriminant validity, we calculate the square root of the Average Variance Extracted (AVE) for every construct and compare it to its correlation with other constructs. Discriminant validity is considered to be achieved when the AVE value is greater than 0.50.

Table 3. Average Variance Extracted (AVE) Value

Variable	Composite Reliability	Average Variane Extracted (AVE)
Price (X1)	0.966	0.763
Product (X2)	0.929	0.686
Purchase Decision (Y)	0.964	0.689
Purchase Intention (Z)	0.972	0.797

Source: Primary Data Processed, 2025

Table 3 illustrates that every Average Variance Extracted (AVE) value is greater than 0.5. This demonstrates robust construct validity, affirming that the indicators effectively gauge their respective constructs. The AVE values notably exceed the widely recognized benchmark of 0.5, offering compelling proof of convergent validity and internal consistency within the model. This strengthens the overall dependability and credibility of the research outcomes.

Reliability Test

The evaluation of reliability aims to determine how precise and stable the tool is in measuring the constructs. In the context of the PLS-SEM method using SmartPLS, a construct is considered reliable if both the Composite Reliability (CR) and Cronbach's Alpha scores exceed 0.70 (Ghozali, 2014). The following data presents the results of this reliability assessment.

Table 4. Reliability Test Value

Variable	Cronbach's Alpha	rho_A	Composite Reliability
Price (X1)	0.960	0.965	0.966
Product (X2)	0.908	0.918	0.929
Purchase Decision (Y)	0.959	0.965	0.964
Purchase Intention (Z)	0.968	0.969	0.972

Source: Primary Data Processed, 2025

Table 4 displays the findings from the reliability assessment, showing that every construct achieves Composite Reliability (CR) and Cronbach's Alpha scores above the minimum standard of 0.70. These values demonstrate high internal consistency and reliability for each measured variable, indicating that the instrument accurately and consistently measures the constructs. Therefore, the data obtained from this reliability test is considered dependable for further analysis.

Evaluation of Structural Model Analysis Results (Inner Model)

The analysis of the inner model (structural model) assesses the relationships between latent constructs. The results of this analysis are presented below:

Figure 4 Inner Model Bootstrapping
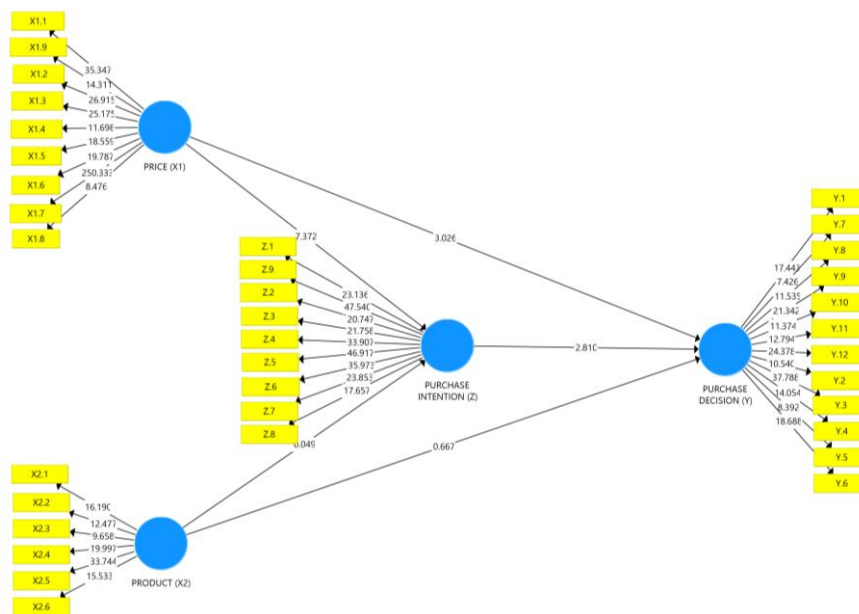
Test Coefficient of Determination (R-Square)

R-square, referred to as the coefficient of determination, is a figure between 0 and 1 that indicates how effectively a model accounts for the variation in the dependent variable. In this structural model analysis, the R-square value serves as an indicator of goodness-of-fit. As stated by (Ghozali, 2014), R-square values of 0.67, 0.33, and 0.19 represent strong, moderate, and weak models, respectively.

Table 5. R-Square

Variable	R-Square
Purchase Intention (Z)	0.920
Purchase Decision (Y)	0.900

Source: Primary Data Processed, (2025)

This study examines two dependent variables: purchase intention (Z) and purchase decision (Y). Purchase intention is influenced by price and product, while purchase decision is influenced by price, product, and purchase intention.

The change in the purchase intention variable is accounted for by the independent variables (price and product) by 92%, as shown by an R-square value of 0.920 in Table 5. This outcome shows that the model has a good fit. Similarly, the R-square value of 0. 900 for the purchase decision variable implies that a strong model fit is present, meaning that 90% of its variability is accounted for by the independent variables (price, product, and purchase intention).

Hypothesis Test of Direct Effect

The bootstrapping technique (Latan, 2017) is employed to evaluate the importance of connections among variables by examining the value of the parameters and the corresponding significance of their t-statistics. A connection is deemed significant if the absolute t-statistic is greater than 1.984, or when the p-value falls below the threshold of 0.05.

Table 6. Path Coefficients

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ($|O/STDEV|$)	P Values	Conlusion
X1 -> Y	0.517	0.507	0.171	3.026	0.003	Retrieved
X1 -> Z	0.953	0.924	0.129	7.372	0.000	Retrieved
X2 -> Y	0.079	0.092	0.118	0.667	0.506	Rejected
X2 -> Z	0.007	0.039	0.133	0.049	0.961	Rejected
Z -> Y	0.367	0.366	0.131	2.810	0.006	Retrieved

Source: Primary Data Processed, (2025)

According to Table 6, the findings for each hypothesis are detailed below:

H1: There is a significant positive effect of price (X1) on purchase decisions (Y). According to the findings presented in Table 6, the statistical value of the relationship between price and purchase decisions is 3.026 with a P-value of 0.003. This outcome reveals that the t-statistic exceeds 1.984 and the P-value falls below 0.05. This indicates that there is a significant effect of price on purchase decisions.

H2: There is a significant positive effect of price (X1) on purchase intention (Z). Based on the test results shown in Table 6, the statistical value of the relationship between price and purchase intention is 7.372 with a P-value of 0.000. This result shows that the t-statistic is greater than 1.984 and the P-value is less than 0.05. This indicates that there is a significant effect of price on purchase intention.

H3: There is no significant relationship between product (X2) and purchase decisions (Y). Based on the test results shown in Table 6, the statistical value of the relationship between product and purchase decisions is 0.667 with a P-value of 0.506. This result shows that the t-statistic is less than 1.984 and the P-value is greater than 0.05. This indicates that there is no significant effect of product on purchase decisions.

H4: There is no significant relationship between product (X2) and purchase intention (Z). Based on the test results shown in Table 6, the statistical value of the relationship between product and purchase intention is 0.049 with a P-value of 0.961. This result shows that the t-statistic is less than 1.984 and the P-value is greater than 0.05. This indicates that there is no significant effect of product on purchase intention.

H5: There is a significant positive effect of purchase intention (Z) on purchase decisions (Y). Based on the test results shown in table 6, the statistical value of the relationship between purchase intention and purchase decisions is 2.810 with a P-value of 0.006. This result shows that the t-statistic is greater than 1.984 and the P-value is less than 0.05. This indicates that there is a significant effect of purchase intention on purchase decisions.

Hypothesis Test of indirect Influence

This analysis evaluates the magnitude of indirect effects among the research variables through bootstrapping in SmartPLS. The mediating variable is considered significant if it enhances the relationship between the independent and dependent variables, as indicated by a t-statistic greater than 1.984 and a p-value below 0.05. This approach determines the extent to which the mediating variable influences the overall relationship.

Table 7. Specific Inderect Effects

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (│O/STDEV│)	P Values	Conlusion
X1 -> Z -> Y	0.350	0.344	0.152	2.305	0.023	Retrieved
X2 -> Z -> Y	0.002	0.009	0.053	0.045	0.946	Rejected

Source: Primary Data Processed, (2025)

H6 : The influence of price (X1) on purchase decisions (Y) is positively and significantly mediated by purchase intention (Z). Based on the test results shown in table 7, the statistical value of the relationship between price and purchase decisions through purchase intention is 2.305 with a P-value of 0.023. This result shows that the t-statistic is greater than 1.984 and the P-value is less than 0.05. This indicates that there is a significant effect of price on purchase decisions through purchase intention.

H7 : The effect of product (X2) on purchase decisions (Y) is not significantly mediated by purchase intention (Z). Based on the test results presented in table 7, the statistical value of the relationship between product and purchase decision through purchase intention is 0.045, with a P-value of 0.946. This result shows that the t-statistic is less than 1.984 and the P-value is greater than 0.05. This indicates that there is no significant effect of product on purchase decisions through purchase intention.

DISCUSSION

Price on purchase decision

Research results show that pricing significantly and positively influences purchase decisions. When consumers perceive that the price aligns well with the quality and advantages of a product, they are more inclined to choose to buy it. This observation aligns with consumer behavior principles, highlighting the significance of price in the decision-making process. When prices are viewed as fair and competitive, shoppers are more likely to proceed with their purchases.

Price on purchase intention

The findings indicate that price plays a crucial and significant role in influencing consumers' purchase intentions. This means that as customers perceive the cost of the item to be reasonable and within their budget, their likelihood of purchasing it increases.This finding supports the theory that a good price perception can influence customers' intention before they decide to purchase something. A product's price, perceived as fair relative to its benefits, can attract customers and encourage them to buy.

Product on purchase decision

The study's findings reveal that the product does not significantly influence an individual's purchasing decisions. In simpler terms, even though buyers recognize the item as high-quality, it doesn't necessarily drive them to make a purchase. This implies that other factors, which hold more weight, such as how they perceive the price or their intent to buy, play a crucial role in their choices. While consumers might acknowledge the product's quality, it won't lead them to buy it unless there is a notable interest or a favorable view of its value. The results imply that to effectively sway consumers' buying decisions, the quality of the product should be conveyed in a way that enhances their interest.

Product on purchase intention

The study's findings indicate that the product factor does not have an influence on consumers' purchase intention. This means that although the product offered by the business has high quality, consumers are not immediately interested in buying it. This finding suggests that product quality alone is not enough to attract attention or interest, especially in the coffee shop industry where competition is increasingly fierce. The wide variety of similar products in the market makes consumers not only focus on product quality but also consider other factors such as price, service, convenience, and brand image. If the product is seen as "good enough" without unique features that differentiate it from competitors, it will not attract buyers.

Purchase intention on purchase decision

The research indicates that the intention to buy has a meaningful and beneficial impact on actual purchasing choices. This means that individuals are more inclined to make a purchase when their intention to buy is stronger. The intention to purchase plays a vital role in the decision-making journey as it demonstrates the buyer's level of interest and preparedness prior to buying. This conclusion supports consumer behavior theory, which states that interest is one of the steps in the purchase decision process, emerging after customers receive information and feel attracted to the product. Therefore, one important step in encouraging purchase decisions is to foster and maintain purchase intention through appropriate marketing strategies.

Price on purchase decision through purchase intention

The findings of the research suggest that cost influences buying choices indirectly by way of purchase intention, which serves as a mediating factor in this connection. This finding suggests that customers' perception of fair, affordable pricing that aligns with the benefits offered can generate interest in the product before leading to a purchase decision.In other words, the decision to purchase a product is not directly influenced by price alone, but rather by psychological factors such as interest or attraction to the product. When customers feel that the price reflects the product's value and advantages, they are more motivated to consider buying it. These findings underscore the importance for business owners to develop competitive pricing strategies and provide strong perceived value to consumers, which in turn can increase purchase intention and ultimately drive purchasing decisions.

Product on purchase decision through purchase intention

The results of the study show that the product has no significant effect on consumer purchase decisions, either directly or indirectly through purchase intention. This suggests that while the products offered are of good quality, they are not sufficient to stimulate consumer interest or influence their decision to purchase. Consumers in such situations may perceive product quality as a non-decisive factor in their decision-making process. More likely, other elements such as price, promotion, or the emotional experience created at the coffee shop play a more dominant role in shaping purchase decisions. Therefore, businesses should consider additional factors that can capture customer attention such as the environment, service quality, and social value offered even though maintaining high product quality remains important.

CONCLUSION

This research seeks to explore how purchase intention acts as a middle factor linking price and product to buying choices at kedai kopi abah. The results reveal a clear conclusion: price positively and significantly impacts customers' purchase intentions, which subsequently influences their buying decisions. The findings suggest that when customers view the price as reasonable relative to the quality or advantages they gain, they are more inclined to buy the product. In contrast, product quality does not directly or indirectly influence purchase intention or decision, suggesting that product quality alone is not sufficient to attract consumers to make a

purchase. Therefore, the business owner of kedai kopi abah should focus on an attractive pricing strategy and create a complete customer experience, including ambience and service, to encourage customers to choose their products.

LIMITATION

To understand the results of this research, it is important to recognize various limitations. First, this research focuses solely on a single business, Kedai Kopi Abah Sintang, which means that the findings are limited and cannot be widely generalized to all coffee shops in other cities or regions. Second, the variables used in this study are confined to product price, purchase intention, and purchase decision. However, many other factors can influence consumer behavior, such as service quality, promotion, ambience, and the influence of social media. Third, the data was collected through a closed-ended questionnaire using a likert scale, which heavily relies on the subjective perception and understanding of respondents. As a result, there is a potential for perception bias or discrepancy between responses and actual behavior. Fourth, the quantitative approach used cannot fully explain emotional or underlying reasons behind consumer behavior, which might be better explored through qualitative methods, such as direct observation or in-depth interviews.

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