

The Influence Of Product Quality And Price On The Purchase Decision Of Kobba Coffee Brand

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ABSTRACT : This study aims to analyze and prove whether there is a positive and significant influence between product quality and poki prices on purchasing decisions for Kobba brand coffee. The survey was conducted using 53 respondents who were buyers who had purchased Kobba brand coffee more than once. Information from respondents was obtained through a list of questions that were sent and returned by respondents via "Google Form", which were then edited, processed and analyzed using multiple linear regression. The results of the analysis and discussion prove that there is a positive and significant influence between the variables of coffee product quality and the price of Kobba brand coffee on the purchasing decision of Kobba brand coffee. The results of this study are in line with and support previous research. Partially, both coffee quality and coffee price variables are proven to positively and significantly affect the purchasing decision variable for Kobba brand coffee. The variable ability of coffee quality and price of Kobba brand coffee is able to explain variations in variable changes (Y) in purchasing decisions for Kobba brand coffee by 77.90 percent, while the rest is explained by other variables not included in the model. For this reason, further research can include other variables such as promotions, distribution channels, methods of payment and lifestyle as independent variables in explaining variations in purchasing decisions for Kobba brand coffee.

KEYWORDS – *product quality, price, brand, buying, decision.*

I. INTRODUCTION

1. Backgroundofthe Problem

Indonesian people have known coffee as a commodity with high economic value since hundreds of years ago so that the need for and consumption of coffee has become a culture of Indonesian society that has been passed down from generation to generation, and Indonesia is the third largest coffee producer in the world [1]Amir et al., 2017) so that it becomes one of the business opportunities for the coffee industry and coffee processing. The tradition of Indonesian people to enjoy coffee is indeed ingrained. This fact encourages many farmers, entrepreneurs, and creative people in the coffee field to produce quality coffee, not only for consumption by foreigners but also for the domestic or domestic market [2](Putri, Valencia, 2021).

The food and beverage business (F&B) industry such as coffee and coffee shops has recently been growing quite rapidly, the number of coffee shops in Indonesia in 2016 was ± 1,000 units, which has increased to more than 2,950 outlets in 2019, which only includes network outlets in big cities [3](Toffin Indonesia, 2020); The growth of coffee shops until the end of 2019 is predicted to increase by 20 percent, in contrast to 2018 which only reached 10 percent[4] (Saefudin et al., 2020). Factors driving the growth of the coffee business and coffee shops in Indonesia according to research by Toffin and Mix Marketing Communication (MIX MarCom) are the habit of hanging out while drinking coffee, increased purchasing power, increased consumer purchasing power, growing middle class, affordable coffee prices and dominance of the young population. Indonesians (Generations Y and Z) who consume coffee, social media presence that makes it easy for coffee businesses to carry out marketing and sales promotion activities, low barriers to entry in the coffee business, availability of supplies of coffee raw materials, relatively high margins for the coffee business and coffee shops, and the presence of Grabfood and GoFood which facilitate the selling process ((Toffin Indonesia, 2020), also due to lifestyle changes [5](Sudarsono & Rum, 2021).

Changes in coffee consumption patterns, increases in people's incomes, and changes in lifestyle, especially the millennial generation, have led to an increase in the trend of consuming coffee, thus encouraging the emergence of coffee processing businesses, supplying coffee products and coffee shops not only in big cities but also in other cities. , including the City of Kupang.

One of the Micro, Small and Medium Enterprises in Kupang City which is engaged in the business of processing and marketing coffee is SMEs SALVE with the product brand "KOBBA". This company is located at Jalan Fatutuan 2A Liliba Kupang East Nusa Tenggara –Indonesia which produces and markets Arabian and Robusta coffee and coffee products, both in the form of Greenbean, roasted and powder which are packaged in one kilogram, 500 gram and 250 gram sizes to serve the needs and desires of consumers and customers from various segments. SMEs Salve, the owner of a coffee business with the brand name "Kobba" is one of the suppliers of raw materials for whole coffee beans (Greenbean), roasting, and Arabica and Robusta ground coffee for a number of coffee shops, government and private agencies, and households in the city of Kupang, other cities in East Nusa Tenggara and other cities in Indonesia. Order service from customers is carried out through social media, namely Instagram (@kobba_kopi_bajawa, and KOBBA Kopi Bajawa Facebook).

There are quite a lot of coffee companies offering coffee products in Kupang City selling offline and online, consumers will be more selective in choosing coffee products and coffee products that can provide satisfaction to consumers and customers. Consumer decisions in choosing and determining coffee brands do not just happen. Many factors are considered by consumers and customers before deciding to buy coffee, for example coffee quality and price. Generally, the consumer buying process begins with considering what product to buy, its benefits, its advantages compared to products from other brands, so that consumers or customers have confidence in making purchasing decisions. [6]The decision to purchase a product and a brand is influenced by several factors, including cultural factors, social factors, personal factors, and psychological factors which go through the stages of the purchasing decision process, namely need recognition, information search, evaluation of alternatives, purchasing decisions, and product post-purchase behavior.

There are two factors that are within the control of management or the owner of the Kobba brand coffee business to influence consumer purchasing decisions, namely quality and price. Preliminary data and information obtained from SME Salve note that over the last three years there has been an increase in Kobba brand coffee customers so that this is one proof of the growing coffee shop business in Indonesia which requires coffee raw materials, and a positive perception of the quality and price of coffee Kobba brand coffee offered by Salve SME. The coffee products offered are highly adapted to the demands, needs and desires of customers so that Kobba brand coffee always provides quality coffee at prices that are in line with the quality of the coffee.

In an initial survey of several customers in Kupang City regarding coffee quality, eight (80%) out of ten customers stated that the coffee products offered by Kobba brand coffee were of high quality as desired, and as many as seven customers (70%) stated that the price paid was sufficient. affordable according to the quality of coffee offered and different from those on the market. This statement is supported by the results of Sentosa's research [7] on Crunhaus Salad Surabaya customers which stated that respondents made repurchases because of 80% quality and 20% price factor. This means that the quality of the product offered is the main and first consideration factor when consumers make purchases and repurchase. Product quality is one of the driving factors for purchasing decisions [8] , because products are able to provide satisfaction to consumers beyond what is expected. This is in line with Kotler and Keller [9] that: "the product quality is the ability of the product to provide performance results that match or even exceed what a cool customer".

The price of products including coffee is another factor for consumers to consider when making a purchase. Price is one of the elements of the marketing mix emphasized by Adisaputro [10] product price is an element in the marketing mix that generates sales revenue, while other elements of the marketing mix generate costs. Other research cited by Sentoso [7] confirms that the most dominant factor influencing repurchase is price. In purchasing decisions, consumers often use price as an indicator of product quality (including coffee). Kotler and Armstrong [6] explain that many customers use price as an indicator for quality. This view is also supported [11] goods sold at high prices tend to be expected to have high quality than goods sold at low prices.

Product quality and price have a good reciprocal relationship and both are generally used as a factor of consideration for consumers in deciding to make a purchase and repurchase because it is believed that these two factors will provide satisfaction for consumers beyond what is expected. According to study by [12]; [13]; [14]; [15].

Based on interviews with Mrs. Madgalena as the owner of MSE Salve, it is known that there have been fluctuations in sales every month which indicate there is instability in demand and purchases from consumers and customers every month, there are limited employees in the marketing department so that the response is slow in serving orders, the long supply period of raw materials in the form of seeds coffee, many competitors offer similar coffee products at competitive prices, and also a number of customers are concerned about the quality and availability of coffee products. In addition, there are inconsistencies in the results of previous studies by [12] where the variable ability of product quality and price of black pepper coffee explains only 28.60 percent of changes in consumer purchasing decisions, while the rest is explained by other factors; also research results of [16]. These factors became the trigger for this research to be conducted.

2. Research Purpose

The research purpose are: To determine customer perceptions about product quality, price and purchasing decisions on Kobba Kupang brand coffee; To find out and analyze the perception of product quality on purchasing decisions on Kobba Kupang brand coffee; To find out and analyze price perceptions on purchasing decisions at Kobba Kupang. And , To find out and analyze the perception of product quality and price simultaneously on purchasing decisions on Kobba brand coffee.

3. Research Benefits

This research is expected to be useful for various interested parties, especially:

1. Theoretical Benefits. The research is expected to contribute as a discourse which at least provides additional knowledge for academics in conducting research related to price and product quality on customer decisions to purchase products.
2. Practical Benefits. For business actors, this research is expected to provide information for business actors to be able to increase their knowledge about consumer behavior in purchasing products through competitive pricing, according to consumer purchasing power and providing products that meet customer expectations.
3. For further researchers. This research is expected to be used as an example or guide as information material for other parties who wish to carry out further research in the field of marketing.

II. LITERATUR REVIEW

1. Buying Decision

Every consumer or customer always makes a decision to buy and consume certain goods or services that are individually directly involved in the act of consuming certain goods or services offered by the market. The decision to buy can lead to how the decision-making process is carried out. According to Kotler and Armstrong [6] purchasing decisions are actions from consumers to want to buy or not to a product. According to Swastha and Handoko[17] decision-making is a process of approaching the problem-solving process of human activities to buy goods or services to fulfill their wants and needs. According to [18] purchasing decisions are integration processes used to combine knowledge to evaluate two or more alternative behaviors and choose one among the available alternatives. Purchasing decision is a consumer decision to buy a product having previously thought about whether or not it is worth buying a particular product with considering the information that is known by consumers with the reality about the product after witnessing it [19]. Every consumer makes various decisions about searching, purchasing, using various products and services. Purchasing decisions are things that are commonly considered by every consumer or customer in the process of fulfilling the need for goods or services. The four opinions above show the similarity that purchasing decisions are a process or go through certain stages.

Based on the opinions of these experts, it can be concluded that purchasing decisions are a process and consumer actions to actually buy or not buy an item or service in order to meet their needs and wants at a certain time. goods or services with a variety of certain considerations. Certain considerations such as the amount of purchase, when to make the purchase, which brand, how the purchase is made, and where to make the purchase.

Generally, the consumer buying process begins with considering what product to buy, its benefits, advantages compared to products from other brands, so that consumers or customers have confidence in making purchasing decisions. The decision to buy a product and a brand is influenced by several factors, including cultural factors, social factors, personal factors, and psychological factors which go through the stages of the purchasing decision process, namely need recognition, information search, evaluation of alternatives, purchasing decisions, and product post-purchase behavior. According to [6] the buying decision process consists of five stages, namely: (1) need recognition, (2) information search, (3) alternative evaluation, (4) purchase decision, and (5) post-purchase behavior.

The results of the study Sudarsono & Rum, 2021[5] found that the decision to purchase coffee at Sekopi Sidoarjo Day was significantly influenced by experience, personality, motives, reference group and social class. Partially, the factors that influence significantly are experience, motives and social class. [20] studied the effect of product, price, promotion, distribution channels, and brand image on purchasing decisions of ground coffee. According to Suariani (2009) as cited by [21] there are five things that must be considered, namely (a) Price; (b) Quality of food-distinctive taste; (c) authentic location; (d) typical building physical facilities; and promotion (appropriate packaging and portion).[15] of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price and products that are well known to the public. Meanwhile, [22] emphasized that marketing factors consist of several variables which are factors considered by consumers in purchasing Dongeng Kopi Jogja products, especially the suitability of price and product quality. Consumers always consider price and quality when buying [21]

Based on the results of previous studies, it is known that there are many factors that influence the decision to purchase an item or service, both factors that are beyond management's control and those that are within their control. Results of the study [20]; [21]; [15]; and [22] put more emphasis on aspects of the marketing mix which are believed to be able to influence consumer decisions to buy food and beverage products in general. Therefore, in this study researchers used product quality and coffee price variables which are believed to be able to influence consumer decisions to buy coffee products with the "Kobba" brand.

Marketing is an activity related to the transaction of exchanging goods and services of value to each party. According to [23], marketing is a process by which companies create value for customers and build strong relationships with customers with the aim of capturing value from customers in return. There are four variables in marketing activities, namely: (a) product is a combination of company goods and services offered to the target market; (b) price is the amount of money the customer has to spend to obtain the product; (c) place includes company activities that make the product available to target consumers; and (d) promotion is the activity of communicating the product and persuading target consumers or target customers to buy it.

Purchasing decisions for a product or service based on knowledge, information and evaluation of products that are known to provide actual functions, so consumers who are interested in making decisions to buy a product or service based on perceived benefits and information received, in addition to affordable prices.

2. Product Quality

The first and main component of the marketing mix is the product, which according to Kotler and Armstrong [23] a product is something that can be offered to a market for attention, possession, use or consumed to satisfy a want or need. For this reason, the product must be of high quality so as to be able to provide satisfaction to consumers, which in turn will encourage consumers to repurchase.

Product quality is one of the factors that consumers consider when buying a product. Product quality is a characteristic of goods and services that depends on its ability to satisfy stated or implied customer needs [23]. Every product offered to satisfy consumer needs must definitely be of good quality so as to be able to create and provide customer satisfaction, and in time consumers will make repeat purchases. According to [24] quality reflects all dimensions of product offerings that provide benefits to customers in general and consumers in particular. In fact, quality has several main dimensions, namely: (a) performance, (b) features, (c) reliability, (d) conformance, (e) durability, (f) serviceability, (g) aesthetics, and (h) perception of quality. Consumers and customers make purchases always pay attention to these dimensions.

A number of research results prove that product quality influences consumer decisions to buy a product at a certain time and place. According to Pratama et al., [19] "The quality variable has a significant influence on purchasing decisions", this is because product age as well as product strength and taste are important factors in buying a product". The results of other studies that prove and strengthen the statement above were carried out by Suparti and Evelyana [25]; Oktrichaendy et al., [26]; and Sandra [27] showing that the product quality variable has a significant effect on purchasing decisions, from these findings it can be concluded that good and bad product quality can affect the decision to buy a product. These previous studies were used as a basis for conducting research on SMEs Salve which produces "Kobba" brand coffee to test and prove the consistency of these results with previous research.

3. Product Price

According to [28], price is a form of stimulation originating from companies which have an important role in selling their products. Then it was also emphasized by [15] that price is an element of the marketing mix which is flexible in nature which can change at any time according to time and place. Another view put forward by [29] is that price is a way for a seller to differentiate his offering from competitors so that pricing can be considered as part of the product differentiation function in marketing. Based on the views of price experts, it can be emphasized that price is an element of the marketing mix that is very sensitive to consumer and competitor reactions, so that product pricing is often used by management to influence consumer purchasing decisions and interests which can change at any time according to changes in the environment, and as a differentiator of offers. from competitors.

According to [6] price is the amount of money that is charged for the product, or the entire value given by consumers to the various benefits due to having and using the product or service. [24] argues that price is defined as the amount of money (monetary unit) and/or other aspects (non-monetary) that contain certain utilities/uses needed to obtain a product. [30] argues that price is the amount of money needed to obtain a number of combinations of products and services. The price of an item or service is basically seen from two sides, namely sales or companies that offer goods or services interpret the price as the amount of money received from consumers for the delivery of a number of goods or services as a means of satisfying needs. The price from the consumer or buyer side is the amount of money handed over to the seller/company as the value of an item that has been determined by the seller. Buyers are willing to sacrifice and give up some money to sales

to get a number of goods and services because they believe that these goods are able to provide more benefits for them. For consumers, price is often used as an indicator of value when price is associated with the benefits received from a number of products or services. This is in line with [31], price perception explains information about a product and provides deep meaning for consumers.

Rational buyers and consumers often in determining the value of a number of goods or services, consumers compare the ability of an item or service to meet their needs with the ability of substitute goods or services or similar products offered by other companies. Product prices are one of the triggers for consumers to make purchases of a number of products or services. [32] argues that the price of a product or service is the main determinant of market demand which can affect the position of competition. Based on the set price, consumers also determine the amount purchased at that price.

The results of the study [29] show that there is an effect of price on purchasing decisions at Morning Bakery Batam, and price has an important role in influencing consumer purchasing decisions at Morning Bakery Batam. The results of other studies are in line with previous research, such as [12] proving that price has a significant influence on purchasing decisions because Black Pepper coffee products at the Bang Azis Coffee Powder Shop have affordable prices and are in line with expectations so that there will be repurchase decision; likewise [32]; [33]; prices have a positive and significant effect on the decision to purchase food and drinks at Warung HIK [21]; [34]; and [35] price has a significant effect on purchasing decisions made by consumers, economical prices can influence decisions in buying a product [28].

All the research results presented above show the same results, namely price is the main determinant and trigger for someone to make purchases and repurchases of an item or service that is considered to provide satisfaction and benefits that match or exceed expectations at an affordable price level. The results of this research study will form the basis for further discussion of this study.

III. METODOLOGY

1. Research Methods

For research on the effect of product quality and price on buying decisions of Kobba brand coffee for small and medium micro entrepreneurs, this study uses the correlation-regression method with the enter method. This method is widely accepted as a modern, suitable method to identify and evaluate the impacting of quality product and price on the decision buying Kobba brand coffee. The linear regression model used in this study is $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$

Information : Y = Coffee Purchase Decision; α = Constant; β_1 = Coffee Quality Factor Regression Coefficient β_2 = Factor Regression Coefficient of Coffee Prices; X_1 = Coffee Quality; X_2 = Price of Coffee; and ϵ = other factors not included in the model.

This research used probability sampling is a sampling technique that provides equal opportunities for each element of the population to be selected as a member of the sample. The sampling used in this study was simple random sampling because the sample members from the population were taken randomly without regard to the strata in the population. Using the Slovin sampel calculation formula, the author calculated the number of samples needed to ensure representativeness.

Probability sampling is a sampling technique that provides equal opportunity for each element of the population to be selected as a member of the sample. The sample used in this study was simple random sampling because the sample members from the population were taken randomly without regard to strata in the population. Researchers investigated 53 customers/buyers in both the city of Kupang and other cities in the province of East Nusa Tenggara and other provinces. Researchers used a list of questions sent via google form. The questionnaire contains four sections, namely: respondent's identity, product quality statement, product price statement, and the decision to purchase coffee products with the "Kobba" brand.

The author uses a 5 scale Likert to collect the responses evaluation of Kobba brand coffee customers as following table:

Tabel 1. Likert 5-Scale

Point	Range	Interpretation
1	1,00-1,79	Weak/Very Low
2	1,80-2,59	Poor/Low
3	2,60- 3,39	Average/Enough
4	3,40-4,19	Good/ high
5	4,20-5,00	Excellent/Very high

After the researcher received the list of questions returned by the respondents, then edited them to check the completeness of the instruments received, then tested the validity and reliability of the instruments,

and finally the relevant data were processed with the help of SPSS software version 16.00 to test hypotheses, analyze results, and write reports.

2. Research hypothesis

The research hypothesis of the model as follows:

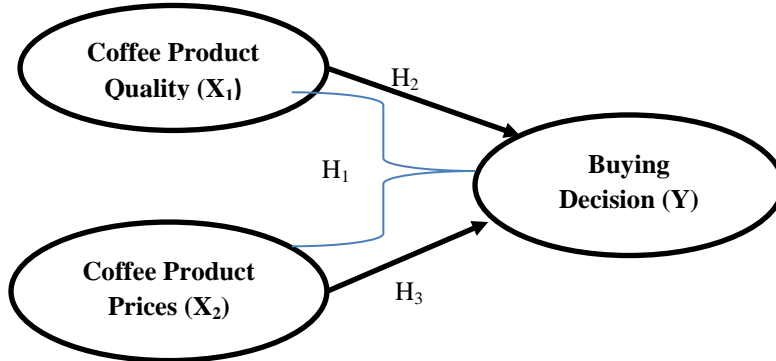


Figure 1. Research framework

The research hypotheses tested and proven in this study are:

- (1) H₁: The quality and price of coffee products together have a significant effect on consumer purchasing decisions for Kobba Brand Coffee.
- (2) H₂: The quality of coffee products has a positive and significant effect on consumer purchasing decisions for Kobba Brand Coffee.
- (3) H₃: The price of coffee has a positive and significant effect on the decision to purchase Kobba Brand Coffee.

[16]

IV. FINDING AND DISCUSSION

Two independent variables are used in the correlation and regression analysis, namely (1) Quality of coffee product, and (2) Prices of coffee. The independent variable is purchasing decision. The procedure that implemented for this regression is as follows.

Tabel 2. Model Summary^b

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
.883 ^a	.779	.770	3.34055	.779	88.125	2	50	.000

a. Predictors: (Constant), X₂, X₁; b. Dependent Variable: Y

Source: Processed primary data for 2023

The model summary shows that the adjusted R-Square coefficient reflects the impact of independent variables (coffee product quality and prices of Kobba Coffee brand) on the dependent variable (Buying decision). R coefficient (0,883) of model indicates that there is a very strong relationship between independent variables and independent variable, and 77,0% of the change in buying decision is due to the quality product and product Kobba Coffee brand proposed in the research model. Thus, 23% variation in the change in purchasing decision of Kobba brand coffee is influenced by other factors. Besides that, coefficient value of Durbin-Watson as 2,258 proves that the proposed model has no autocorrelation phenomenon.

Analysis of variance (Anova) describes the significance of the model and test results. From the Anova test or F-test obtained F count 88.125 > F table 3.18 with a significance level of 0.00. Because the probability (significance level) is smaller than 0.05, this regression model can be used to predict the purchase decision of Kobba brand coffee by customers. It means, the model has significance jointly the coffee product quality variable and Kobba brand coffee price affect the customer's coffee purchasing decision or even consumers.

Tabel 3. Uji F (Simultan)-ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1966,829	2	983,414	88.125	0.000 ^a
Residual	557,964	50	11,159		
Total	2524,79	52			

a. Predictors: (Constant), X₂, X₁;

b. Dependent Variable: Y

The multicollinearity test indicated by the VIF index is less than ten so it is assessed that there is no collinearity. Test results as follows:

Table 3. Empirical Result

Variable	Standardized Coefficients	T	Sig.	Collinearity Statistic	
				Tolerance	VIF
Constanta	-8,201	-1.902	0,902		
X ₁ (Product Quality)	0,412	5,624	0,000	0,823	1,215
X ₂ (Price)	0,626	8,547	0,000	0,823	1,215

The quality of kobba brand coffee products and the price of kobba brand coffee have a positive and significant influence on purchasing decisions of Kobba brand coffee. Thus the hypothesis which states that product quality and the price of Kobba brand coffee together have a positive and significant influence on purchasing decisions of Kobba brand coffee, is proven and accepted. This result is in line with [28] who found that product quality and price have an effect on coffee purchasing decisions, the price and quality of the products offered by Kopi Nur are influential on purchasing decisions by Kopi Nur consumers either partially or totally simultaneous; also supported by [36]; Product quality and price together have a significant effect on product purchasing decisions [15]; [16]; [37]; [13]; and [14]. However, from the ability of the variable product quality and price to explain changes in product purchasing decisions, it is known that at 77.90 percent the two independent variables influence the variation in changes in the independent variables while the rest are influenced by other variables that are not included in the model. This result is different from [28] where only 18.30% of the product quality and price variables are able to explain changes in consumer purchasing decisions while the rest are explained by other variables, so the results of Saputra's study [12], product quality and price are only able to explain changes in consumer purchasing decision variables of 28.60 % and the rest is explained by other factors.

The results of the analysis and t test for the variable quality of Kobba coffee products show a t count of 5.624 > t table of 1.6753 with a significant value of 0.000 < 0.05. Kobba coffee product quality variable (X₁) has a positive and significant effect on purchasing decisions of "Kobba" brand coffee. The quality of "Kobba" brand coffee products has a positive and significant effect on purchasing decisions for Kobba brand coffee. This indicates that the quality of Kobba coffee products is a consideration for consumers in determining purchasing decisions. Based on the results of this analysis, it can be concluded that the hypothesis that the quality of Kobba coffee products has a positive and significant effect on purchasing decisions for Kobba brand coffee is accepted.

Research respondents considered the quality of Kobba brand coffee products based on their distinctive taste, distinctive aroma, quality according to the standards set and offered, products according to the wishes of buyers, safe packaging designs to maintain coffee quality, and perceived quality according to buyer's expectations. The results of this study are in line with and supported by research results [21]; [38]; [35]; [36]; [33]; [12]; [28] which proves that product quality has a positive and significant impact on purchasing decisions for Kobba brand coffee.

Partially, Kobba brand coffee prices have the strongest influence on coffee purchasing decisions with a Beta coefficient of 0.626. Variable product quality with a Beta coefficient of 0.412. This means that the price of Kobba brand coffee is the main consideration for customers and consumers when deciding to buy kobba brand coffee. The results of this study are in line with [39] which point out that most respondents consider price as one of the important factors influencing their purchasing decisions; [21], Price has a positive and significant effect on purchasing decisions; [7] which point out that more dominant factor affecting product repurchasing is price; According to Kotler and Armstrong [6] many customers used price as an indicator of product quality; [11] goods sold at high prices tend to be have high quality than goods sold at low prices.

The results of this test also confirm that the hypothesis which states that the price of coffee products has a positive and significant effect on purchasing decisions for Kobba brand coffee is proven so it is accepted. Likewise the hypothesis which states that the quality of Kobba brand coffee has a positive and significant effect on purchasing decisions of Kobba brand coffee is proven to be accepted.

V. CONCLUSION

Based on the results of the research and analysis of the data as well as the discussion that has been described, the researcher can draw the following conclusions:

1. Descriptive analysis of quality shows that the average respondent states that the quality of the coffee is very good, the price is affordable and the decision to buy coffee brand "Kobba" is in the category of strongly agree, customers and consumers make purchases because they feel safe, are able to meet consumer needs, and feel satisfied so then recommend to friends and family to buy "Kobba" brand coffee. The set price is considered cheaper compared to competitors, so that is one of the reasons for respondents to repurchase.
2. The quality of "Kobba" brand coffee products has a positive and significant effect on purchasing decisions for "Kobba" brand coffee. Partially, the contribution of the quality of coffee products to the decision to buy coffee brand "Kobba" is 45.56%.
3. The price of coffee brand "Kobba" has a positive and significant effect on purchasing decisions of coffee brand "Kobba". Partially, the contribution of coffee price to the purchase decision of "Kobba" brand coffee is 63.84%, and when compared with the product quality variable, the price variable greatly dominates the decision variable to purchase "Kobba" coffee based on the magnitude of the coefficient of determination.
4. Simultaneously the variable quality of coffee products and the price of "Kobba" brand coffee significantly influence the buying decision of "Kobba" brand coffee.

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