



The Role of Service Quality, Price, and Product Quality in Influencing Purchase Decision at Café with Classic Atmosphere in Kampung Heritage

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A B S T R A C T

The developing businesses of cafe and restaurant are recently employing various certain concepts or themes, including the concept of a cafe with classic atmosphere. This is inseparable from the emergence of similar business competition, thus an applicable marketing strategy is needed to understand the consumer's behavior. Cafes with classic atmospheres, as one of the coffee shop-based cafes located in a Kampung Heritage area with a fairly dense environment, limited parking space, and competition with similar cafes, are business challenges to survive. The purpose of this study is to determine the relationship between variables that influence purchase decisions. Research variables include service quality (X1), price (X2), and product quality (X3) as independent variables and purchase decisions (Y) as dependent variables, and each variable will be measured by indicators. The type of research uses a causal research design with a quantitative approach and primary data is obtained from 100 respondents using Accidental Sampling techniques. The data analysis method uses the Structural Equation Modeling-Partial Least Square (SEM-PLS) method. The research results show that service quality, price, and product quality partially have a positive and significant effect on purchase decisions.

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1. INTRODUCTION

Recently café businesses are emerging with various concepts changes. A café with a classic atmosphere becomes one of the innovations being offered to the consumer, not only on the product variants and qualities but also the design of the place. The presence of classic-themed cafés amidst the increasing number of modern cafés presents a unique challenge for café entrepreneurs and the culinary industry.

Nowadays, modern cafés are popping up everywhere, in which the visitors are dominated by young people. As lifestyles change and outdoor activities increase, cafés and restaurants have evolved beyond merely places to eat and drink to satisfy hunger. They have become venues for social gatherings with friends and family, business meetings, and even for seeking memorable experiences. The re-popping up of café with a classic atmosphere in

the era of modern cafés is an interesting phenomenon and reflecting a nostalgic trend. A classic-themed café offers the alternative to the visitors who are bored with modern cafe trends and finding a more calm, warm and full of community groups. Despite facing several challenges, classic cafes have promising business opportunities by targeting the right market and providing a unique and memorable experience. The increasing number of cafe businesses has led to high competition. The result of the observations reveal several challenges, such as classic-themed cafes located in Kampung Heritage mostly visited by young people who are more familiar with trendy menus than traditional ones, crowded areas causing parking issues, especially on weekends and holidays, cafe designs and interiors that feel outdated and less appealing to young people who seek Instagram-worthy spots, limited traditional menu options compared to trendy cafes following the latest culinary trends, manual coffee preparation techniques, and relatively high prices. This contrasts with trendy cafes, which are generally busier and have modern designs, making classic-themed cafes seem outdated to some.

Therefore, extra efforts are needed to better understand consumers through appropriate marketing strategies targeting their segments. Efforts to survive these challenging conditions include providing excellent service, offering competitive prices, and maintaining high-quality menus, which can become the hallmark of a cafe's success. This study employs the SEM-PLS method to examine the intricate relationships among various latent variables or constructs, namely service quality, price, and product quality, on purchasing decisions. This method was chosen for its ability to simultaneously analyze multiple variables and their indicators, thereby providing a more comprehensive understanding.

2. LITERATURE REVIEW

Consumer purchase decisions at a cafe are influenced by various considerations. Purchase decisions involve the individual's direct engagement in obtaining and using the offered goods. According to (Kotler dan Keller, 2016), purchase decisions is an integration process that combines knowledge to evaluate two or more

alternative behaviors and choose among them. Service quality represents the expected level of excellence and controls that level to meet consumer desires. When the service received meets or exceeds expectations, it is considered optimal and satisfactory. Conversely, if the service falls short of expectations, it is perceived as poor quality (Tjiptono, 2020). Additionally, quality services can foster strong consumer-company relationships. Good service quality is service that meets customer expectations. It plays a crucial role in gaining consumer trust for a business. Good service quality can strengthen customer perceptions as it reflects an overall assessment of excellence or distinctiveness. Positive evaluations of service quality can impact purchase decisions. Research (Yuliana & Maskur, 2022; Anim & Indiani, 2020; and Andriani, 2020) show that service quality influences purchase decisions. In other hands, studies by (Baihaky et al., 2022; Safitri et al., 2024 and Hidayat, 2021) found different results, suggesting that service quality does not affect purchasing decisions.

Price is a significant consideration in purchase decisions. High prices often make consumers think twice before buying a product. In certain situations, consumers are highly sensitive to price. A relatively high price may be viewed positively by certain segments, while others perceive it negatively. High product prices are often associated with good product quality, whereas low prices may lead some consumers to believe that the product offered lacks quality. Research findings by (Pristiawan et al., 2022; Rosyadi & Istiyanto, 2022; Gunarsih et al., 2021), indicate that price influences purchase decisions, whereas (Widiastuti, 2020; Mulyadi, 2022; Satdiah et al., 2023; Yuliana & Maskur, 2022) found the opposite that price does not affect or has a negative effect on purchase decisions. Product quality is a crucial factor in consumer purchase decisions. Some consumers are willing to spend more money as long as the product quality is guaranteed, but often what consumers desire is high-quality products at a low price. In today's competitive market, companies are expected to offer high-quality products that provide added value with good quality, so these products will always be remembered by consumers. Consumers are willing to spend money to buy quality products.

Research by (A. Andriani et al., 2022), (Yuliana & Maskur, 2022), (Ramadhani & Waluyo, 2024) and (Widiastuti, 2020) found that product quality can influence purchasing decisions. Research findings by (Ababil et al., 2019) found the opposite that product quality does not affect purchase decisions. Based on the background description of the phenomenon and the inconsistent findings from previous research, it remains intriguing to conduct further studies on the roles of service quality, price, and product quality in influencing consumer purchase decisions.

3. RESEARCH METHOD

The research methodology employed in this study is quantitative research. Quantitative research is scientific because it adheres to scientific principles: it is concrete/empirical, objective, measurable, rational, and systematic (Sugiyono, 2012). This study involves a survey of respondents' perceptions, with primary data collected directly from the source. The type of research conducted is associative research, which connects two or more variables (Situmorang dan Lutfi, 2015). The variables being examined in this study are service quality, price, and product quality in relation to purchase decisions.

Primary data in this study comprises information gathered through observation, interviews, and distribution of questionnaires to sampled respondents. The questionnaires were aimed at consumers who visited and made purchases at classic-themed cafes during the research period. The total number of research respondents was 100 individuals. According to (Riyanto dan Hermawan, 2020), sample size calculation using the Lemeshow formula approach can be utilized to determine the sample size when the total population is not precisely known.

$$n = \frac{Z^2 \cdot P(1 - P)}{d^2}$$

Note:

n: Sample size

Z: Z-score for 95% confidence level = 1.96

P: Maximum estimated proportion

d: Margin of error

Based on the above formula, the determination of the sample size using the Lemeshow formula with a maximum estimated proportion of 50% and a margin of error of 10% resulted in a calculated sample size of 97 individuals. However, for ease of research, this was rounded up to 100 respondents.

$$n = \frac{1,96^2 \cdot 0,5(1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,5 \cdot 0,5}{0,01}$$

$$n = \frac{9,604}{0,01}$$

$$n = 96,04 = 97$$

The conceptual framework of this research model can be illustrated by understanding the relationships between variables and analyzing service quality (X1), price (X2), and product quality (X3) that influence purchase decisions (Y), as shown in Figure 1.

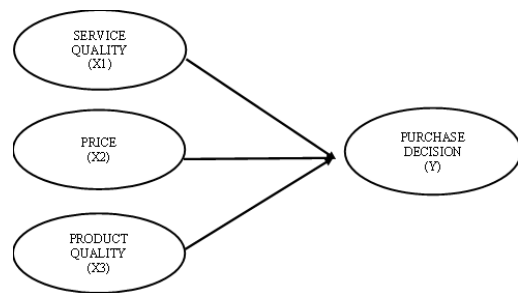


Figure 1. Conceptual framework

Based on the explanation of the variable relationships, the following hypotheses can be formulated:

H1: Service quality has a positive and significant impact on purchase decisions.

H2: Price has a positive and significant impact on purchase decisions.

H3: Product quality has a positive and significant impact on purchase decisions.

Operationally, research variables can be explained with indicators referring both to reference and empiric as follows (Table 1).

Table 1. Operationalization of variables

Variable	Indicator	Measurement Scale
Service Quality (X1)	Physical evidence Empathy Responsiveness Reliability Assurance	Ordinal
Price (X2)	Affordability of price Price adequacy with product quality Suitability with benefits	Ordinal
Product Quality (X3)	Performance Suitability with specification Product Reliability Durability Aesthetic Perceived quality	Ordinal
Purchase Decision (Y)	Buying because of knowing information Deciding to buy because of liking the brand Buying because of desire and necessity Buying because of recommendations from others	Ordinal

4. RESULT AND DISCUSSION

The data collection technique involves using a questionnaire based on a Likert scale consisting of statements rated from 1 to 5, ranging from strongly agree to strongly disagree. The analysis technique employs SEM-PLS with criteria for testing the outer model and inner model. The Outer measurement model specifies the relationships between latent variables and their indicators. Testing the outer model includes: a. Convergent Validity: This involves the loading factors of latent variables with their indicators. The expected value is 0.70 or higher, indicating satisfactory convergent validity. b. Discriminant Validity: This assesses cross-loading factors to determine if constructs have sufficient discrimination by comparing loading values with other constructs. c. Average Variance Extracted (AVE): The expected value is > 0.50 . d. Reliability Testing is Composite Reliability and Cronbach's Alpha. The expected minimum value is 0.70 for both. Meanwhile, the structural model (inner model) is used to test relationships between latent constructs. a. R-Square is the coefficient of determination, where a value of 0.67 is interpreted as strong, 0.33 as moderate, and 0.19 as weak. b. T-Statistic (Bootstrapping) for hypothesis testing.

The significance of a hypothesis can be determined by comparing the t-value against the critical t-value (1.96 for alpha 0.05). c. Predictive Relevance: A Q2 value greater than 0 indicates that the research model has predictive relevance. Conversely, a value of 0 or below indicates a lack of predictive relevance.

4.1. Validity Testing

Validity testing of indicators is conducted using loading factors. Each indicator is measured for its loading factor on its respective construct. A loading factor value of more than 0.7 is expected, but for exploratory research, values above 0.5 are considered adequate (Ghozali, Imam, 2015). The loading factor values of each indicator on their constructs are measured using algorithms in the SmartPLS software. The algorithm results in the model, presented in Figure 2, show that all indicators have achieved loading factors greater than 0.7. Convergent validity testing of the measurement model using reflective indicators is assessed based on the loading factors of indicators that measure each construct. In this study, there are 4 constructs. From the output analysis, it can be seen that all constructs produce loading factor values > 0.70 , indicating that all construct indicators are valid.



Figure 2. Results of loading factors in the research model

Discriminant validity testing, assessed based on cross-loadings between indicators and their

constructs, can be observed in Table 2.

Table 2. Cross loadings value

	Price	Purchase Decision	Service Quality	Product Quality
X1	0.421	0.656	0.863	0.578
X10	0.540	0.494	0.534	0.836
X11	0.468	0.545	0.661	0.708
X12	0.570	0.658	0.622	0.838
X13	0.502	0.697	0.652	0.883
X14	0.530	0.717	0.654	0.849
X2	0.392	0.590	0.816	0.596
X3	0.438	0.557	0.815	0.608
X4	0.447	0.665	0.884	0.601
X5	0.472	0.628	0.843	0.737
X6	0.800	0.558	0.400	0.499
X7	0.844	0.611	0.464	0.515
X8	0.866	0.610	0.424	0.578
X9	0.503	0.552	0.468	0.772
Y1	0.558	0.876	0.796	0.770
Y2	0.465	0.859	0.799	0.731
Y3	0.626	0.769	0.356	0.435
Y4	0.720	0.727	0.293	0.441

Based on Table 2, cross-loadings indicate that each indicator within a latent variable differs from indicators in other variables, as shown by higher loading scores on their own constructs. This implies that all indicators of the constructs are valid.

4.2. Reliability Testing

Reliability testing is conducted to measure consistency. In PLS (Partial Least Squares), measurement is assessed using Composite Reliability and Cronbach's Alpha, where the criterion for both values should be greater than 0.7.

Table 3. Reliability testing results

	Cronbach's Alpha	Composite Reliability
Price	0.786	0.875
Purchase Decision	0.828	0.884
Service Quality	0.899	0.926
Product Quality	0.899	0.923

Based on the data in Table 3, it can be concluded that each construct in this study exhibits good reliability with high consistency values. This also indicates that all indicators in this study are reliable in composing the constructs.

The evaluation of the inner model can be

conducted by examining the R-square values for each endogenous latent variable, which represent the predictive power of the structural model. The R-square results indicate the amount of variance in a construct explained by the model. An R-square of 0.67 is considered strong, 0.33 moderate, and 0.19 weak. According to Table 4, the testing results show that the R-square value for the purchase decision variable is 0.718, categorizing it as a strong model.

Table 4. R-square testing results

	R Square	R Square Adjusted
Purchase Decision	0.718	0.706

4.3. Hypothesis Testing

Hypothesis testing in the research model utilizes t-statistic and p-values generated through bootstrapping algorithms. The bootstrap procedure estimates the sampling distribution by repeatedly resampling to replace the original sample, typically using smaller sample sizes. In PLS (Partial Least Squares), bootstrap by default is set to 500 subsamples. The results of the bootstrapping test are obtained from Table 5.

Table 5. Hypothesis Testing Results

	Original Sample (O)	T Statistics	P Values
Price->Purchase Decision	0.353	3.137	0.002
Service Quality->Purchase Decision	0.349	2.901	0.004
Product Quality->Purchase Decision	0.278	2.415	0.016

The t-statistics values are used to examine whether path coefficients in the structural model are statistically significant or not. Using a two-tailed t-test at a significance level of 5%, a path coefficient is considered significant if its t-statistics value is greater than 1.96. Based on the results from the bootstrapping test in Table 5, it is concluded that: Service quality significantly influences purchase decisions, with a t-statistics value of 2.901 and a path coefficient of 0.349. Price significantly influences purchase decisions, with a t-statistics value of 3.137 and a path coefficient of 0.353. Product quality significantly influences purchase decisions, with a t-statistics value of 2.415 and a path coefficient of 0.278.

In addition to using t-statistics, researchers also

analyze data using p-values. The testing criterion for p-value is < 0.05 (α 5%), indicating significance, while $p\text{-value} > 0.05$ (α 5%) indicates non-significance. According to the results of p-value testing in this study, all independent variables have values less than 0.05. Therefore, based on the p-values, all independent variables significantly influence the dependent variable.

This study posits a hypothesis stating that service quality influences purchase decisions, supported by a T-statistic value of 2.901, which is greater than 1.96, at a significance level of 0.004 (< 0.05), with a path coefficient of 0.349. Therefore, the first hypothesis is accepted, indicating that service quality indeed influences purchase decisions. Good service quality can be demonstrated through physical appearance and ambiance of the café, accurate order delivery, knowledgeable staff regarding menu options, friendly customer service, and attentive and responsive service. The findings of this research align with studies by (Yuliana & Maskur, 2022), (Anim & Indiani, 2020), and (D. Andriani, 2020), which also demonstrate that service quality affects purchase decisions.

The second hypothesis of the study states that price influences purchase decisions, supported by a T-statistic value of 3.137, which is greater than 1.96, at a significance level of 0.002 (< 0.05), with a path coefficient of 0.353. Therefore, the second hypothesis is accepted, indicating that price indeed influences purchase decisions. Analysis of the average index of the price variable shows it meets high or very good criteria. This is evidenced by aspects such as menu offerings being affordable for the target market segment's purchase power, prices aligning with the benefits customers receive when visiting the café with a classic ambiance that evokes nostalgia and a peaceful atmosphere desired by consumers. Furthermore, prices are suitable for the taste of traditional menus enjoyed by customers. These research findings are consistent with the findings of (Pristiawan et al., 2022; Rosyadi & Istiyanto, 2022; Gunarsih et al., 2021; Santoso & Waluyo, 2024; Kristin et al., 2021). This study posits a third hypothesis stating that product quality influences purchase decisions, supported by a T-statistic value of 2.415, which is greater than

1.96, at a significance level of 0.016 (< 0.05), with a path coefficient of 0.278. Therefore, the third hypothesis is accepted, indicating that product quality indeed influences purchase decisions. Good product quality can be demonstrated by unique menu flavors, warm presentation of dishes, classic and attractive serving styles, availability of menu variants as listed, and unique menu offerings that align with the classic ambiance concept. These research findings align with studies by Andriani et al., (2022); Yuliana & Maskur, (2022); Apriliani et al., (2022); Kasakeyan et al., 2021; Rezky et al., 2022; Jangkung & Sudrajat, 2022; Yani & Ngora, (2022); Sukma et al., (2023); Widiastuti, (2020), which found that product quality can influence purchase decisions. The research findings have significant implications for café business owners, particularly in identifying specific areas of service that require improvement and establishing clear and consistent service quality standards. The finding that price influences purchasing decisions implies that café owners can consider competitive pricing while maintaining a focus on product value and implementing specific discount or promotional strategies during certain periods. The research shows that product quality is important when people decide what to buy. This means that cafés should have consistent flavors and use high-quality ingredients. This will give the café a good reputation, make customers happy, and encourage them to tell their friends.

5. CONCLUSION

Based on the research findings and discussion regarding service quality, price, and product quality on purchase decisions using SEM-PLS analysis, it is concluded that: Service quality significantly influences purchase decisions. This indicates that good service can enhance consumer purchase decisions. Price significantly influences purchase decisions. Thus, pricing that aligns with consumer perceptions can positively influence purchase decisions. Product quality significantly influences purchase decisions. This shows that good product quality has the potential to enhance purchase decisions. Future research can explore additional variables that might mediate the relationship between product quality, price, and service quality, such as

customer satisfaction or promotional activities. Other independent variables, including location, brand image, and consumer behavior, can also be incorporated into future studies.

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