

THE EFFECT OF PRODUCT QUALITY, PRICE, AND LOCATION ON THE PURCHASE DECISION OF GAYO COFFEE POWDER AT RAKAN COFFEE STORE IN ACEH TENGAH REGENCY

Laila Tussaa'dah¹, Halida Bahri², Mohd. Heikal³, Jullimursyida⁴

^{1,2,3,4} Faculty of Economics and Business, Universitas Malikussaleh, Indonesia.

Correspondence Author: halida.bahri@unimal.ac.id

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Abstract

This study aims to determine the partial effect of the variables Product Quality, Price, and Location on Purchase Decision. The data used in this study are primary data obtained by distributing questionnaires to 100 respondents. The questionnaire was tested using validity and reliability tests, with reliability measured using Cronbach's Alpha method. Classical assumption tests include the normality test, multicollinearity test, and heteroscedasticity test. Hypothesis testing was conducted using the t-test (partial) and the coefficient of determination (R^2). The data analysis technique employed was multiple linear regression with the help of SPSS version 26.

Keywords: Product Quality, Price, Location, Purchase Decision

INTRODUCTION

Coffee is one of the world's favorite beverages with very high economic value. Indonesia is one of the major coffee producers and ranks fourth in the world for robusta and arabica coffee production, with a total production of 0.6 million tons in 2019 (ICO, 2019). One of the regions in Indonesia known for producing Arabica coffee is Aceh Province, which produced 54,310 tons of coffee and contributed 31.88% of Indonesia's national coffee production in 2017 (Widaningsih, 2021). One of Aceh's famous coffees is Gayo Arabica coffee, which is grown in the Gayo highlands covering several areas such as Central Aceh Regency, Bener Meriah Regency, and Gayo Lues Regency, with an average altitude of around 900-1,700 meters above sea level. However, coffee prices often fluctuate due to imbalances between supply and demand. Globally, 70% of coffee production comes from Arabica species and 26% from Robusta species (Raharjo, 2020). Gayo Aceh Arabica coffee has obtained a geographical indication (GI) certification. Coffee with a geographical indication (GI) is recognized as specialty coffee, which is coffee that scores above 80 according to the results of a cupping test conducted by a certified Q grader. As a high-quality specialty coffee, Gayo Arabica coffee commands a higher price than regular coffee. Economic reasons, such as seeking higher profits, make Gayo Arabica coffee one of the agricultural products most prone to counterfeiting or adulteration.

Gayo coffee, renowned for its distinctive taste and aroma, is increasingly popular among various consumer groups. This has led to various efforts to sell Gayo coffee powder, both through physical stores and online stores, including Toko Rakan Coffee. Although Gayo coffee powder has a good reputation, not all consumers choose to purchase this product from Toko Rakan Coffee, despite the guaranteed quality of the products offered. The development of the coffee industry in Indonesia, especially in Central Aceh Regency, has grown rapidly in recent years. Many coffee shops have emerged, one of which is Toko Rakan Coffee. However, fierce competition in the coffee industry has forced Toko Rakan Coffee to work hard to maintain and increase sales. According to Agustina (2023), a purchase decision is a final decision made by a customer to purchase a service or product. Generally, consumers consider quality, price, and products that are already familiar to the public. One of the factors in a purchase decision is product quality. According to Gunawan (2022), product quality is the ability of a product to meet customer needs. Customer preferences include product durability, ease of use, and variety.

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According to Philip Kotler (2019), price is the value paid by consumers, and the right price can influence consumers' perception of product value. Pricing highlights the dilemma of value perception, where consumers may value product quality but still face financial constraints when making routine purchases. A strategic location is a key factor in consumers' purchasing decisions, as they consider the ease of access to the location using various means of transportation. According to Wibowo et al. (2021), location is one of the most important factors influencing consumers' purchasing decisions. The issue is that the store is not yet widely known to the public, resulting in low visitation and purchase rates.

Tabel 1.1
Data Penjualan tahun 2021-2023

Tahun Penjualan	Jumlah Penjualan
2021	Rp. 202.000.000,00
2022	Rp. 350.000.000,00
2023	Rp. 450.000.000,00
Jumlah	Rp.1.002.000.000,00

Source: Sales data at Rakan Coffee over the past three years.

Based on Table 1.1 above, it is evident that product sales at Rakan Coffee have shown a significant upward trend each year from 2021 to 2023. In 2021, total sales amounted to Rp202,000,000.00. However, in 2022, sales surged sharply to Rp350,000,000.00, and experienced another significant increase in 2023, reaching Rp450,000,000.00.

Tabel 1.2
Daftar Harga Bubuk Kopi

No	Jenis Bubuk Kopi	Harga
1	Arabika Reguler	Rp.120.000,00
2	Robusta Gayo Premium	Rp.100.000,00
3	Robusta Gayo Reguler	Rp. 80.000,00
4	Kopi mik Arabika-Robusta	Rp.100.000,00

Source: Rakan Coffee Shop, 2025

LITERATURE REVIEW

Definition of Marketing

Marketing for every business actor or entrepreneur is the most important activity, this is because it has an influence on survival, profit and market growth. Commerce is the process by which companies create value for customers by satisfying customer wants and needs through products made by the company. Marketing is not only concerned with sales, but also market research, pricing

Buying decision

According to Oktrichaendy et al. (2022), a decision-making process that recognizes consumer needs and desires involves obtaining information about products and comparing several available purchases as the earliest stage.

Product Quality

According to Dewanti et al. (2023), product quality is a distinctive feature described by a product, with

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the expectation of meeting consumer needs and expectations. Product quality can be used as a benchmark to determine the quality of a product, whether it is able to satisfy consumer needs and expectations.

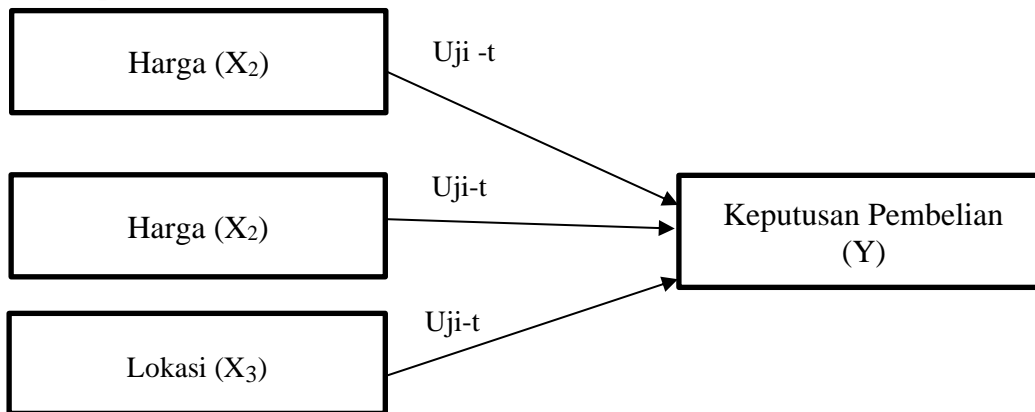
Price

According to Zakaria (2017), price is the amount of money charged for a product or service or the amount of value exchanged by customers to obtain the benefits of owning or using a product or service.

Location

According to Tjiptono (2020), location refers to various business functions that make products affordable and available to the target market.

Conceptual Framework



Location and Object of Research

This research was conducted at Rakan Coffee, located in Atang Jungket Village, Bies Subdistrict, Central Aceh Regency. The object of this research is consumers or customers at Rakan Coffee.

Population and Sample

Population

The population in this study is the area that will be researched by the researcher. According to Ghazali (2021), the population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions are drawn. In this study, the population used consists of consumers at Rakan Coffee in the village of Atang Jungket, Bies Subdistrict, Central Aceh Regency.

Sample

According to Ghazali (2021), a sample is a part of the total number and characteristics of a population. Therefore, samples taken from a population must be truly representative. The sample criteria used in this study as respondents were consumers and customers at Rakan Coffee.

Sampling Techniques

The sampling technique used was purposive sampling. According to Ghazali (2021), purposive sampling is a method of determining samples by considering certain criteria. The target samples in this study were as follows:

1. All consumers of Gayo coffee powder at the Rakan Coffee store.
2. Respondents aged 18 years and above.

$$N = \frac{Z^2 \cdot p \cdot q}{d^2}$$

Where :

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n = number of samples required Z = normal standard level (1.96)

p = Estimated population proportion

q = 1-p

d = interval/deviation

The sample size can be calculated using the formula above:

$$n = \frac{Z^2 \cdot p \cdot q}{d^2}$$

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

$$n = 96,04$$

Method of collecting data

Ghozali (2021) stated that one of the important components in research is the researcher's data collection process because errors made in the data collection process will complicate the analysis process. The data used in this study are primary data and this literature study was conducted to obtain data in the form of theories carried out in the form of studying, understanding, and being used as a reference by the author. The aim is to obtain secondary data and relevant theoretical foundations. In this study, primary data was obtained from the results of filling out questionnaires obtained from Rakan Coffee consumers. The questionnaire will be distributed to each respondent studied with the aim of providing weight and value to the research variable indicators and to obtain data or information regarding product quality, price, and location regarding purchasing decisions for Gayo coffee powder.

Data Collection Scale

In measuring data, the author used a Likert scale to measure the attitudes, opinions, and perceptions of a group of people or individuals regarding social phenomena. From this scale, respondents expressed their agreement or disagreement with a number of questions related to the object being studied, with each choice being valued at an interval of 1 (one). These measurable indicators can then be used as a benchmark for developing a questionnaire that respondents need to answer. This questionnaire will generate a total score for each sample member, represented by each score value, as shown in the instrument below.

Table 1
Data Measurement Scale

No	Alternative Answers	Score Value
1	Strongly Disagree (STS)	1
2	Disagree (TS)	2
3	Neutral (N)	3
4	Agree (S)	4
5	Strongly Agree (SS)	5

RESULT AND DISCUSSION

Multiple Linear Regression Results

According to Ghozali (2021), multiple linear regression analysis is an analytical technique used to determine the simultaneous influence of two or more independent (free) variables on one dependent (bound) variable. This analysis aims to establish a model of the relationship between these variables and measure the extent to which each independent variable contributes to explaining the variation in the dependent variable.

Table 2
Multiple Linear Regression
Results Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.919	1.783		3.925	.000

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Product Quality	.109	.058	.159	.1.879	.046
Price	.105	.047	.137	.1.902	.040
Location	.419	.043	.835	.9.848	.000

Source: Compiled by Researchers (2025)

From the results of SPSS data analysis, the regression results can be written as follows:

$$Y = 6,919 + 0,109X_1 + 0,105X_2 + 0,419X_3$$

These data were collected as a result of a previous multiple linear regression model. Based on the multiple linear regression model above, the following information is obtained:

1. The constant is 6.919, which means that if there is no change in the value of the independent variables (product quality, price, and location), the value of the dependent variable (purchase decision) is 6.919.
2. The Product Quality variable has a significance value of 0.046, which is less than 0.05. Meanwhile, the t-value is 1.879, which is greater than the critical t-value (1.66088). Therefore, the Product Quality variable has a positive and significant effect on the Purchase Decision variable. Therefore, hypothesis (H_1) is accepted at 0.109.
3. The Price variable has a significance value of 0.040, which is less than 0.05. Meanwhile, the t-calculated value is 1.902, which is greater than the t-table value (1.66088). Therefore, the Price variable has a positive and significant effect on the Purchase Decision variable. Therefore, the second hypothesis (H_2) is accepted at 0.105.
4. The Location variable has a significance value of 0.000, which is less than 0.05. Meanwhile, the t-calculated value is 9.848, which is greater than the t-table value (1.66088), indicating that the Location variable has a positive and significant effect on the Purchase Decision variable. Therefore, the third hypothesis (H_3) is accepted at 0.419.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) basically measures how well the model explains the variation in the dependent variable. A small R^2 value indicates the ability of the independent variables. The R^2 value ranges from 0 to 1. A small R^2 value indicates that the independent variables' ability to explain the variation in the dependent variable provides nearly all the information needed to predict the dependent variable (Ghozali, 2021).

Table 3 Determination Coefficient Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794	.561	.548	.1.13902

Source: Processed by Researchers (2025)

The coefficient of determination R^2 is used to determine how well the independent variable explains the dependent variable. Based on Table 4.15, the R^2 value is 0.561 or 56.0%. The remaining 44% (100% - 56.0% = 0.44%) is influenced by other variables outside the scope of this study.

Discussion

The Influence of Product Quality on Purchasing Decisions

The results of the hypothesis testing in this study were accepted. H_1 was accepted because all product qualities influence purchasing decisions. The better the quality of the product offered, such as durability, aroma, taste, or packaging, the more likely consumers are to make a purchase. Consumers tend to choose products that meet their expectations and provide commensurate value, making quality a key factor in shaping consumer satisfaction and loyalty toward a brand or product. The results of this study are supported by research conducted by Karina (2023), Okta Viana Hartati (2022), Nadiya Wahyuningsih (2020), Putra (2021), and Himatul Ariska (2022), which show that product quality has a positive and significant effect on purchasing decisions.

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The Influence of Price on Purchase Decisions

The hypothesis testing results in this study were accepted. H2 was accepted because all product prices influence consumers in making purchase decisions. Consumers consider price as an important factor in determining the purchase of a product. A price deemed appropriate for the quality and benefits received will encourage consumers to purchase, while a price that is too high without being commensurate with the product's value may reduce purchasing interest. Therefore, an appropriate, competitive, and consumer-expectation-aligned pricing strategy is crucial in influencing purchasing decisions. The results of this study are supported by Wolff et al. (2021), Azman et al. (2024), Septi et al. (2023), Wibowo et al. (2021), and Aeni (2020), who partially state that price has a positive and significant effect on purchasing decisions.

The Influence of Location on Purchasing Decisions

The hypothesis testing results in this study were accepted. H3 shows that ease of access, convenience, and the strategic location of the business are important considerations for consumers when choosing to make a purchase. A location that is easily accessible and located in a busy area or close to consumers will increase the likelihood of transactions occurring, as it provides convenience and efficiency for consumers. The results of this study are supported by research by Aeni (2020), Alam (2020), Sandra (2022), Syahriyah et al. (2022), and Wibowo et al. (2021), who state that location has a positive and significant influence on purchasing decisions.

Conclusion

Based on the results of the research conducted on the influence of product quality, price, and location on purchasing decisions for coffee powder products, the conclusions of this study are as follows:

1. Product quality (X_1) has a positive and significant influence on purchasing decisions. Out of 100 respondents, the highest mean score was obtained for Frequency at 4.27, specifically $X_{1.3}$ with the statement, "I feel that Rakan Coffee's coffee powder is reliable because it consistently produces a consistent brew." This indicates that consumers are satisfied because each brew yields a consistent and reliable taste. However, the lowest mean score of 4.01 was for $X_{1.1}$ with the statement "The performance of the coffee powder in maintaining freshness and aroma after storage is very satisfying." This indicates that there is still some doubt among consumers about the product's ability to maintain freshness and aroma after storage.
2. Price (X_2) has a positive and significant influence on purchasing decisions. The highest mean value was obtained in Frequency, which was 4.49 in $X_{2.3}$ with the statement "The price of products at Rakan Coffee is in line with the quality I receive." This indicates that consumers are satisfied because the price they pay is considered commensurate with the quality of the product obtained. The lowest mean value of 3.73 was found in $X_{2.1}$ with the statement "The price offered is affordable." This indicates that some consumers still feel that Rakan Coffee's product prices are relatively expensive or less affordable.
3. Location (X_3) has a positive and significant effect on purchasing decisions. The highest mean value was obtained for Frequency, at 4.32 on $X_{3.2}$ with the statement "The location of Rakan Coffee is clearly visible from the main road, making it easy to find." This indicates that consumers consider Rakan Coffee's location to be very good and easily accessible, making it easier to find and increasing its appeal for visits. The lowest mean value was 3.93 on $X_{3.8}$ with the statement "Rakan Coffee's business location complies with local government regulations, such as business permits, operating hours, and has followed all required administrative procedures." This indicates that consumers are not yet fully aware of compliance with government regulations.

Suggestion

Based on the findings of this study, here are some suggestions that Rakan Coffee may consider:

1. Rakan Coffee is advised to maintain and preserve the quality of its coffee powder in line with consumer expectations, particularly in terms of aroma, taste, and packaging innovation. This can be achieved through comprehensive product quality improvement, packaging innovation, expanding product variants, and engaging customers through regular surveys to align products with consumer needs.
2. Rakan Coffee is advised to be more flexible in its pricing strategy by offering discounts, bundled packages, or loyalty programs to consumers to ensure they continue to purchase Gayo coffee powder from Rakan Coffee stores.

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3. Rakan Coffee is advised to conduct regular location surveys to ensure that the business is situated in areas with high consumer traffic and aligns with the target market. Businesses should prioritize locations with developing economic potential, such as near shopping centers or tourist areas where people gather. Additionally, accessibility to public transportation, visibility, and an attractive and easily recognizable business layout should be considered.

Research Limitations

In this study, the researchers encountered several limitations that may have affected the quality of this paper, including:

1. This study only used purchase decision variables, consisting of product quality, price, and location as independent variables. Therefore, it is hoped that future studies will include additional variables.
2. This study has limitations in terms of the number of respondents, which is limited to only 100 people. Of course, this number is still insufficient to describe the actual situation in greater depth.

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