
DETERMINANTS OF PURCHASE DECISIONS IN COFFEE SHOP IN CENTRAL JAVA

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Abstract

This study aims to identify the determinants of Purchase Decisions at coffee shop in Central Java by examining of Price Perception, Service Quality, and Location with Customer Satisfaction as a mediation variable these factors and purchase decisions. The sampling selection technique used was the non-probability sampling with a purposive sampling method, where samples were taken based on certain criteria in accordance with the wishes of the researcher, so that a sample of 100 respondents was obtained. The analytical methods used in this research include descriptive analysis, SmartPLS analysis, validity test, reliability test, determination coefficient (R²), and hypothesis test to test and prove the research hypothesis, with the help of SmartPLS Software version 3 used Structural Equation Modelling (SEM) as a data processing program. The result of this research show that Price Perception and Service quality has a significant positive effect on Purchase Decisions both directly and through Customer Satisfaction, while Location has no effect either directly or mediation by Customer Satisfaction.

Keywords: Price Perception, Service Quality, Location, Purchase Decisions, and Customer Satisfaction.

INTRODUCTION

In the current reform era, business actors are required to be more innovative and creative when building their businesses so that they can compete with new competitors (Zhang et al., 2025; Cillo & Rubera, 2025). Coffee shops are one of the businesses that are in high demand and are trending today. In particular, the coffee shop business is now a phenomenon and attraction for the Indonesian people. In conducting competition, not only focus on the smooth running of the products sold, but must pay attention to strategies in marketing the products sold (Kamyabi et al., 2025; De Hooge, 2025).

The number of coffee shop business businesses certainly adds to the increasingly fierce competition

(Wimonjariyaboon et al., 2025; Peluso, 2023). This condition can require businesses to create a competitive advantage in their business in order to be able to compete with other competitors. Coffee shops that have a marketing concept need to pay attention to consumer behavior and factors that influence their purchase decisions in the marketing efforts of a product (Kasiono et al., 2022).

Customer satisfaction is the part that deals with customer value creation (Medic et al., 2025; Suendar et al., 2025). Because the creation of customer satisfaction means providing benefits for the company, namely, the relationship between the company and its customers becomes harmonious, providing a good basis or creating customer satisfaction and forming a

word-of-mouth recommendation that is beneficial for the company, so that there is interest from customers to buy the product (Shawn O'Neill, 2021).

Purchasing decisions are a person's purchasing behavior in determining a product choice to achieve satisfaction according to consumer needs and desires which includes problem recognition, information search, evaluation of purchase alternatives, purchase decisions, and post-purchase behavior (Witjaksono, 2023; Hima et al., 2025; Reiner et al., 2025).

Price perception is a variable that can be controlled and determines whether a product is accepted or not by consumers (Jalees et al., 2025; Mishra & Manchanda, 2025). In running a business, business actors must pay attention to consumer changes, so that they can anticipate changes in consumer behavior, so that the products offered or marketed can sell well (Kasiono et al., 2022).

Service quality is an effort to meet the needs and desires of consumers as well as the provisions of their delivery in balancing consumer expectations (Asawawibul et al., 2025; Rafi & Budiatmo, 2018). If the service is satisfactory or in accordance with customer expectations, then the customer will be satisfied with the service. The quality of this service is very important in the purchase decision making process because this will have an impact on increasing the number of purchases made by customers (Minhaj & Khan, 2025).

Location is a place where a manufacturer or business operates to produce goods and services with a focus on profit or profitability (Ehsani & Hosseini, 2025; Sihombing et al., 2023).

The right location, strategic location, easy access to affordable transportation facilities and also the availability of a large parking lot can affect businesses in competition (Grigoropoulou & Small, 2025).

The decline in sales was caused by a decline in purchase decisions influenced by several factors such as higher price perceptions with competitors, unsatisfactory service quality, less strategic locations or difficult to reach vehicles. These factors play an important role in influencing customer satisfaction. By understanding these factors, companies can identify the causes of declining purchasing rates and take appropriate steps to address them.

LITERATURE REVIEW

Marketing

Shinta (2011), marketing is a process and managerial that makes individuals or groups get what they need and want by creating, offering and exchanging valuable products to other parties or all activities related to the delivery of products or services ranging from producers to consumers. According to marketing, it is a function that connects the relationship between customers, consumers and the public and the seller through communication and information. This is because marketing is one of the company's actions that is directly related to customers. Therefore, based on the definition above, it can be concluded that marketing is a business system and activity that involves planning, pricing, promotion and distribution of products or services to customers (Bernard Jaworski, Richard Lutz, Marshall, Price, & Varadarajan, 2025).

Customer Satisfaction

Kurniasih (2021), customer satisfaction is the result felt by customers/consumers after using the product or service. Consumer satisfaction is closely related to customer loyalty, where if consumers feel satisfied with the products or services offered, then the consumer will be loyal to the business or company. According to customer satisfaction, it is used to measure how satisfied customers are with what is offered, such as products, services or interaction experiences with companies. Customer satisfaction is very important to achieve success in business, because it is closely related to business continuity and customer loyalty (Rastegar, 2025).

Purchase Decision

Witjaksono (2023), a purchase decision is a person's purchasing behavior in determining a product choice to achieve satisfaction according to consumer needs and desires, which includes problem recognition, information search, evaluation of purchase alternatives, purchase decisions, and post-purchase behavior. Purchase decisions are purchasing behaviors carried out by a person to determine the selection of products to be purchased, it is emphasized that purchasing decisions are greatly influenced by a combination of various factors and rational evaluations that buyers use before making a purchase.(Tito, et al., 2025).

Price Perception

Kotler & Armstrong (2012), the price (*Price*) is the amount charged for a product or service, more broadly the price is the sum of all the value offered by the customer to benefit from owning or using a product or service. Pricing is also very influential and provides a certain perception in terms of quality. In

running a business, business actors must pay attention to changes in consumers, so that they can anticipate changes in consumer behavior, so that the products offered or marketed can sell (Kasiono et al., 2022).

Quality of Service

Service quality is a focus given by sellers in meeting consumer specifications and expectations. Service Quality is a measurement of how good the level of service that can be provided is in accordance with customer expectations (Khaira et al., 2022). According to the quality of oeservice, it is a company's ability to meet customer expectations by providing services to customers during and after the transaction takes place, or it can also be defined as an effort made by the company to meet the needs and desires of customers.(Hendriana & Irawan, 2024).

Location

Lamb (2001), choosing a good location is an important purchasing decision, because the location decision has a permanent and long-term impact, whether the location has been purchased or just rented, and the location will affect the future growth of the business (Amalia & Maskur, 2023). Location is a place that is usually considered by companies or business people before deciding to open a store or company. Location has a great influence on the smooth running of a business. With a strategic location, the company can facilitate the transaction of goods and services from sellers to customers.(Hidayat & Farhani, 2025)

The Relationship of Price Perception to Purchasing Decisions

Pricing is very influential and provides a certain perception in terms of quality. In running a business, business

actors must pay attention to changes in consumers, so that they can anticipate changes in consumer behavior, so that the products offered or marketed can sell (Kasiono et al., 2022). Affordable and quality-appropriate prices can improve purchasing decisions. Consumers tend to choose products that offer the best value at affordable prices. Kasiono et al., (2022) stating that price perception has a significant positive effect on purchasing decisions. In other words, the better the perception of the price given, the more likely it is to make a purchase decision. H1 = Suspected Price Perception has a significant positive effect on the Purchase Decision.

The Relationship of Service Quality to Purchase Decisions

Service quality is the fulfillment of the needs expected by customers from the level of ability provided by the company. If the service is satisfactory or in accordance with customer expectations, it can create high purchasing decisions and help increase competitiveness. With a high purchase decision can have a significant impact on business development. Khaira et al., (2022) stating that the quality of service has a significant positive effect on the purchase decision. This means that every service that the seller provides to consumers will affect them in making a purchase decision. H2 = Suspected Service Quality has a significant positive effect on Purchase Decisions.

The relationship of location to purchase decisions

Location is a place where a manufacturer or business operates to produce goods and services with a focus on profit or profitability (Sihombing et al., 2023). The right location, strategic location, easy access to affordable locations for transportation facilities

and also the availability of a large parking lot can influence customers in purchasing decisions. With a strategic location, it is undeniably also very influential on business continuity, many people are reluctant to come because of the lack of parking space when they bring 4-wheeled vehicles. Sihombing et al., (2023) stated that loaxes have a significant positive effect on purchase decisions. This shows that consumers feel that location has an influence so that it causes a high level of purchase decisions. H3 = Suspected Location has a significant positive effect on the Purchase Decision.

The Relationship of Price Perception to Customer Satisfaction

Price perception is a view or perception of the price of how customers perceive a certain price that has a strong influence on buying intent and purchase satisfaction (Palelu et al., 2022). Price perception affects customer satisfaction, in the current conditions not a few customers see food from the price. Usually the price that is quite expensive has a satisfactory quality of the goods or taste, on the other hand the price is cheap and has quality according to the price given. Palelu et al., (2022) states that price perception has a significant positive effect on customer satisfaction. This is evidenced by the results of the hypothesis H1 accepted and H0 rejected. H4 = Suspected Price Perception has a significant positive effect in improving the relationship between Customer Satisfaction and Purchase Decisions.

The Relationship of Service Quality to Customer Satisfaction

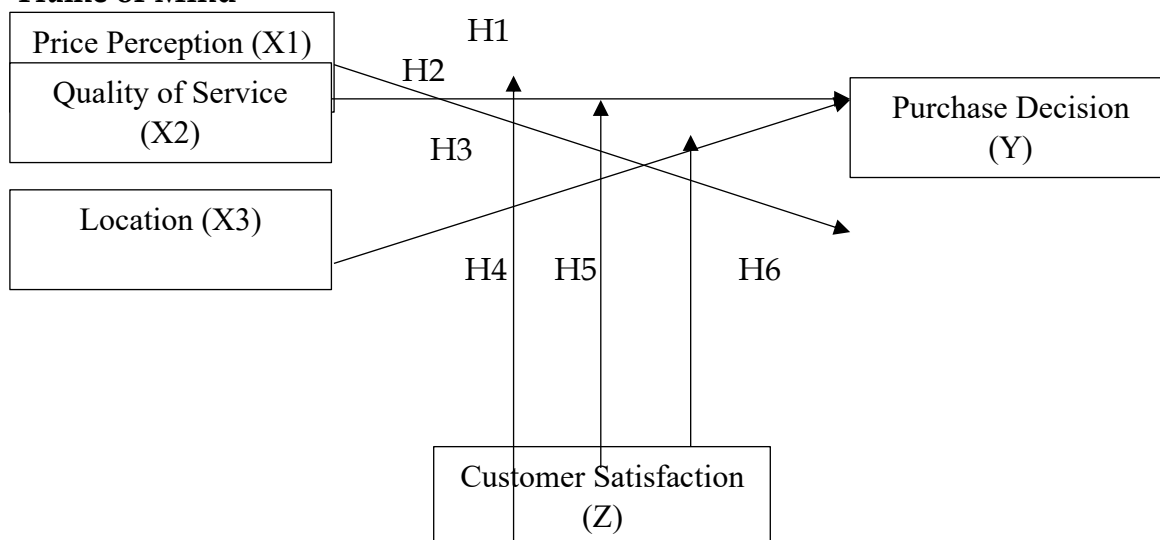
Service quality is the fulfillment of the needs expected by customers from the level of ability provided by the company. If the service is satisfactory or

in accordance with customer expectations, then the customer will be satisfied with the service. With good service, customers will feel appreciated and they will indirectly feel satisfied. Customers usually ignore the taste and price when they get good service. On the other hand, they will have problems with price and taste when they get bad service. Damaiyanti et al., (2023) stating that the quality of service has a significant positive effect on customer satisfaction. This means that the better the quality of service received by customers, the higher the satisfaction felt. This supports the theory that service quality is a major determinant in shaping customer satisfaction. H5 = Suspected Service Quality has a significant positive effect in improving the relationship between Customer Satisfaction and Purchase Decisions.

The Relationship Between Location And Customer Satisfaction

Location is a place where business operational activities are carried out, location is a determined place where our business is located. The right location, strategic location, easy access to affordable transportation facilities and also the availability of a large parking lot can affect customer satisfaction. With a strategic location, customers will feel satisfied, because they don't need to think about parking without having to be reprimanded by other road users. Sihombing et al., (2023) stating that location has a significant positive effect on customer satisfaction. This means that the more customers feel that a good location is, the higher the level of purchase decision which can ultimately increase customer satisfaction. H6 = Suspected Location has a significant positive effect on improving the relationship between Customer Satisfaction and Purchase Decisions.

Frame of Mind



METHODS

Table 1. Research Variables

No.	Variable Name	Variable Definition	Indicators	Source
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1	Price Perception (X1)	Price perception is something that customers feel as an assessment in the purchase decision of a product.	1. Consumer Price Competitiveness. 2. Price compatibility with price benefits. 3. Price affordability. 4. Price according to product quality	Ika Puspita Sari, 2024
2	Quality of Service (X2)	Service Quality is a measurement of how good the level of service that can be provided is in accordance with customer expectations	1. Dexterity 2. Guarantee 3. Empathy 4. Communication	Khaira et al., 2022
3	Location (X3)	Location is a combination of location and distribution channel decisions, in this case it is related to how to deliver to customers and where the strategic location is.	1. Convenient location 2. Availability of parking space 3. Enough space 4. Comfortable surroundings	Amalia & Maskur, 2023
4	Purchase Decision (Y)	Purchasing decisions are one part of consumer behavior, consumer behavior is an action that is directly seen in the effort to obtain, determine products and services, including the decision-making process that precedes and follows these actions to consumers, but will also provide the best so that customers become very satisfied.	1. Consistent product quality. 2. Provide recommendations to others. 3. Buying according to your needs and desires. 4. Repurchase.	Witjaksono, 2023

5	Customer Satisfaction (Z)	Customer satisfaction is the result that customers/consumers feel after using the product or service. Consumer satisfaction is closely related to customer loyalty, where if consumers feel satisfied with the products or services offered, the consumer will be loyal to the business or company	1. Expectation conformity. 2. Interest in revisiting. 3. Willingness to recommend. 4. The services obtained.	Kurniasih, 2021
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Source: Previous Research Journal

Research Objects and Sample Units

The object of this study is Coffee Shop in Central Java. The sample unit used is a customer who makes a purchase at Coffee Shop in Central Java.

Population and Sample

The population used is all customers of Coffee Shop in Central Java. Sampling used a *purposive sampling* approach = 100 respondents taken.

Data Sources and Types

What was obtained from Coffee Shop in Central Java was in the form of revenue statements from 2020-2024.

Data Collection Methods

This study is by distributing questions to respondents through questionnaires.

Analysis Method

The analysis method used is path analysis using a variant-based *structural equation modeling* (SEM) model through SmartPLS version 3.0 (SmartPLS 3.0).

Measurement Methods (Outer Model and Inner Model)

In this study, the validity test measurement method, reliability test, determination coefficient (R²), inner model were used.

Hypothesis Testing

The conclusion of the hypothesis test is seen from the coefficient *path* value obtained in the *inner model test*. If the t-stat value is greater than the t-table value of 1.985 ($\alpha = 5\% = 0.05$), then it is concluded that the hypothesis proposed in the study is accepted. The equation of the research :

$$\eta_1 = \gamma_1\xi_1 + \gamma_1\xi_2 + \gamma_1\xi_3 + \varsigma_1$$

$$\eta_2 = \gamma_1\xi_1 + \gamma_1\xi_2 + \gamma_1\xi_3 + \varsigma_1$$

RESULTS

Outer Loading Model

On the variables of Price Perception, Service Quality, Location, Purchase Decision and Customer Satisfaction. The results of the outer loading indicator from variable X can be seen as follows:

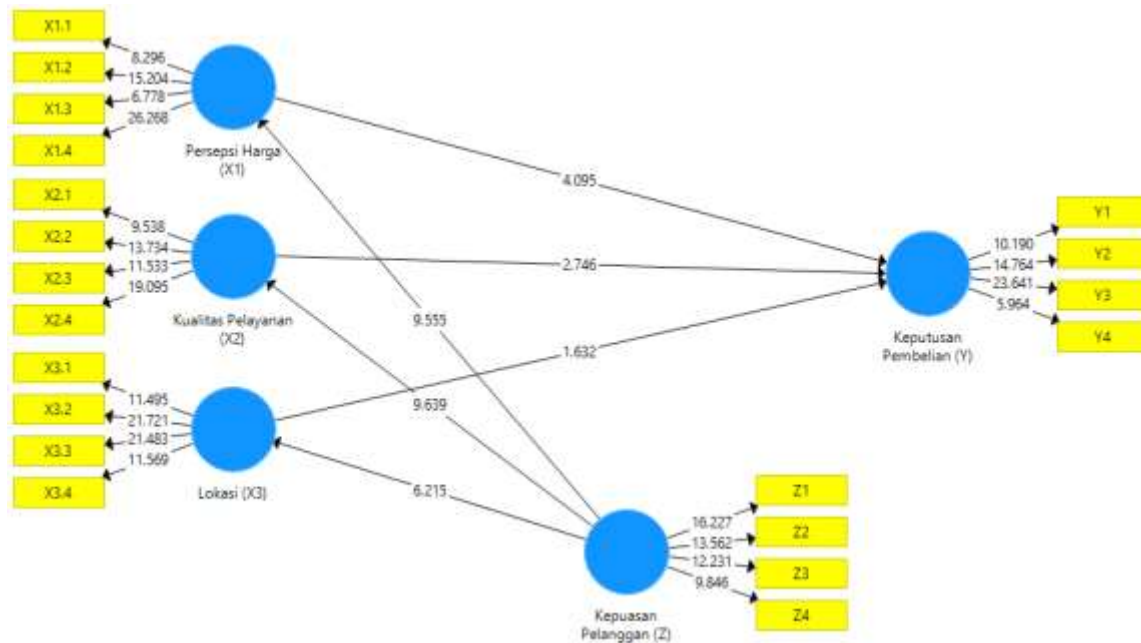


Figure 2. Outer Loading Images

Convergent Validity

Table 2. Convergent Validity Results

Variable	Average Variance Extracted (AVE)
Customer Satisfaction (Z)	0.586
Purchase Decision (Y)	0.540
Quality of Service (X2)	0.553
Location (X3)	0.592
Price Perception (X1)	0.537

Table 2, the variables of price perception, service quality, location, purchase decisions, and customer satisfaction have an *Average Variance Extracted* value >0.5 which means that all indicators can be used to measure the

construct because they have met the validity criteria in accordance with the requirements and are suitable for use as a research tool.

Discriminant Validity

Table 3. Cross Loading - Discriminant Validity

Indicators	Customer Satisfaction (Z)	Purchase Decision (Y)	Quality of Service (X2)	Location (X3)	Price Perception (X1)
X1.1	0.4282	0.4653	0.3964	0.4417	0.6928
X1.2	0.4662	0.4730	0.4127	0.3763	0.7525
X1.3	0.4275	0.3344	0.3591	0.2826	0.6443
X1.4	0.6352	0.6011	0.5463	0.3981	0.8278
X2.1	0.4476	0.3131	0.6688	0.4101	0.3803
X2.2	0.6329	0.4678	0.7850	0.4213	0.4701
X2.3	0.4955	0.5585	0.7640	0.4590	0.4740

X2.4	0.4251	0.5561	0.7508	0.4735	0.4371
X3.1	0.3666	0.4436	0.4259	0.7215	0.4076
X3.2	0.4855	0.4480	0.5243	0.8399	0.4629
X3.3	0.4045	0.3838	0.4075	0.7818	0.2796
X3.4	0.5048	0.4091	0.4504	0.7278	0.4106
Y1	0.5747	0.6947	0.5276	0.4617	0.5022
Y2	0.4538	0.8152	0.5536	0.3528	0.4732
Y3	0.5506	0.8057	0.4477	0.4649	0.5314
Y4	0.3837	0.6021	0.3461	0.3129	0.4011
Z1	0.8014	0.4880	0.5434	0.4257	0.5270
Z2	0.7562	0.6415	0.5551	0.4543	0.5180
Z3	0.7872	0.4942	0.5076	0.4422	0.5173
Z4	0.7133	0.4395	0.4659	0.4453	0.5187

Table 3, it shows that the loading value of each indicator item to its construct is greater than the *cross loading value*. Thus, it can be concluded that all

latent constructs or variables already meet the requirements of *discriminant validity*.

Composite Reliability

Table 4. Composite Reliability

Variable	Composite Reliability
Customer Satisfaction (Z)	0.849
Purchase Decision (Y)	0.822
Quality of Service (X2)	0.831
Location (X3)	0.852
Price Perception (X1)	0.821

Source: data processed using SmartPLS 3.0

Table 4, the results of the *composite reliability test* show a value of >0.7 which means that all variables are

declared reliable because they meet the requirements.

Structural Model (Inner Model) Path Coefficient

Table 5. Path Coefficient (Mean, STDEV, T-Statistic)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics
Customer Satisfaction (Z) -> Service Quality (X2)	0.6783	0.6698	0.0850	3.087
Customer Satisfaction (Z) -> Location (X3)	0.5776	0.5848	0.0970	1.343
Customer Satisfaction (Z) -> Price Perception (X1)	0.6801	0.6847	0.0798	2.995
Quality of Service (X2) -> Purchase Decision (Y)	0.3274	0.3294	0.1060	3.087
Location (X3) -> Purchase Decision (Y)	0.1623	0.1718	0.1076	1.508
Price Perception (X1) -> Purchase Decision (Y)	0.3760	0.3711	0.1015	3.703

Source: data processed using SmartPLS 3.0

R Square

Table 6. R Square

Variable	R Square
Purchase Decision (Y)	0.5469
Quality of Service (X2)	0.4601
Location (X3)	0.3337
Price Perception (X1)	0.4625

Source: data processed using SmartPLS 3.0

Table 6, it can be concluded that the structural (*inner model*) model is "strong". Interpretation of the R-Square output, the independent variable of Purchase Decision is obtained as 0.5469. So it can be said that the Price

Perception, Service Quality, Location are able to explain Purchase Decision by 54.69% and the remaining 45.31% are explained by other causes.

Hypothesis Test

Table 7. Direct Effect & Indirect Effect

Variable	T Statistic	P Value
Price Perception -> Purchase Decision	3.703	0.0003
Quality of Service - > Purchase Decision	3.087	0.0026
Location -> Purchase Decision	1.508	0.1347
Customer Satisfaction -> Price Perception -> Purchase Decision	2.995	0.0035
Customer Satisfaction -> Quality of Service -> Purchase Decision	2.869	0.0050
Customer Satisfaction -> Location -> Purchase Decision	1.343	0.1823

Source: data processed using SmartPLS 3.0

Table 7, it can be explained as follows:

1. *P-Value* value of $0.0003 < 0.05$ or with a t-statistic of $3.703 > 1.985$, H1 is accepted, which means that price perception has a significant positive effect on the purchase decision.
2. *P-Value* value of $0.0026 < 0.05$ or with a t-statistic of $3.087 > 1.985$, H1 is accepted, which means that the quality of service has a significant positive effect on the purchase decision.
3. *P-Value* of $0.1347 < 0.05$ or with a t-statistic of $1.508 > 1.985$, H1 is rejected, which means that the location does not have a significant
4. *P-Value* of $0.0035 < 0.05$ or with a t-statistic of $2.995 > 1.985$, H1 is accepted, which means that price perception has a significant effect on purchase decisions through customer satisfaction.
5. *P-Value* value of $0.0050 < 0.05$ or with a t-statistic of $2.869 > 1.985$, H1 is accepted, which means that the quality of service has a significant positive effect on purchase decisions through customer satisfaction.
6. *P-Value* of $0.1823 < 0.05$ or with a t-statistic of $1.343 > 1.985$, H1 is rejected, which means that the location does not have a significant

effect on the purchase decision through customer satisfaction.

CONCLUSION

Price perception has a significant positive effect on purchasing decisions. The quality of service has a significant positive effect on the purchase decision. Location does not have a significant positive effect on the purchase decision.

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