

THE EFFECT OF PRODUCT QUALITY, PRICE, AND PROMOTION ON PURCHASING DECISIONS AT KOPI JANJI JIWA IN MAKASSAR

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Abstract

Purchasing decisions are inherent in every customer's behavior. The purpose of this study is to analyze the influence of product quality, price, and promotion on purchasing decisions at Kopi Janji Jiwa in Makassar. The research data were collected through the distribution of closed-ended questionnaires using a Likert scale. The analytical tools employed in this study include descriptive statistical analysis, data quality tests (validity and reliability tests), hypothesis testing, multiple linear regression, and classical assumption tests using SPSS version 26. The results indicate that product quality (X1) has no significant effect on purchasing decisions (Y), price (X2) also has no significant effect on purchasing decisions (Y), while promotion (X3) has a significant influence on purchasing decisions. It can be concluded that simultaneously, product quality, price, and promotion collectively affect purchasing decisions.

Keywords: Product quality, Price, Promotion, Purchasing Decisions

INTRODUCTION

Indonesia is widely recognized as one of the largest coffee-producing countries in the world. Consequently, many entrepreneurs have started businesses by selling coffee beverages and opening coffee shops. The number of coffee shops in Indonesia has continued to grow over time. Based on data from the Indonesian Coffee and Cocoa Entrepreneurs Association (APKCI), public interest in coffee has shown a significant increase.



Sources : Coffee Shop Business Strategy: Gaining Competitive Advantage in the Digital Era

According to Coffee Shop Business Strategy: Gaining Competitive Advantage in the Digital Era, in 2023 Kopi Janji Jiwa had around 1,100 outlets, making it one of the largest coffee shop chains across more than 100 cities. However, as the industry develops, many other coffee shops also continue to open outlets each year. This creates intense competition, requiring every coffee shop business not only to focus on offering their products but also to understand the various factors that influence consumer purchasing decisions. Ompusunggu (2022) states that purchasing decisions represent the process of choosing one course of action among several available alternatives. In making such decisions, consumers are influenced by several factors, including product quality, price, and promotion.

Coffee enthusiasts often visit many cafés that serve high-quality beverages. The quality of these beverages is an essential factor that reflects the café's overall standard, particularly in terms of taste. This aligns with the perspective of Kotler and Armstrong (2012:283), who define quality as a product's ability to perform its functions. This includes durability, reliability, accuracy, ease of operation, reparability, and other product attributes. Thus, product quality is a crucial component, as consumers do not merely purchase a product but also the benefits and advantages it offers. Products with distinctive quality provide added value that differentiates them from competitors (Wibowo, 2020). High-quality coffee also contributes to greater consumer satisfaction and loyalty, as well as building a positive brand image among coffee lovers (Ningsih et al., 2022).

Beyond product quality, price is another key component considered by consumers. According to Pramelani (2020:126), price has a positive effect on consumer purchasing decisions in the coffee industry. Similarly, Septyadi (2022) emphasizes that price is a crucial factor in the decision-making process, as consumers tend to behave rationally when evaluating whether a product's price matches their purchasing power. If the price is perceived as affordable, consumers are more likely to switch from alternative products to the one being offered (Cartwright et al., 2022). One well-known coffee shop brand that combines quality local coffee with affordable pricing is Janji Jiwa. With the concept of "Kopi dari Hati" ("Coffee from the Heart"), Janji Jiwa ranked second in the Top Brand Index survey of coffee shops in Indonesia during the first phase of 2021. Putra (2023) defines marketing as activities related to products generated through production processes, aimed at being commercialized and sold to consumers for profit. Marketing plays a critical role for all types of businesses, whether large or small. Without effective marketing activities, consumers will remain unaware of a business's products, which may ultimately lead to low sales figures (Hidayat, 2024). According to Uripto & Lestari (2023), promotion also functions as an essential marketing strategy designed to influence consumer purchasing decisions.

LITERATURE REVIEW

1. The Influence of Product Quality on Purchasing Decisions

Product quality is a physical element that can influence consumer purchasing decisions (Yuliana & Ummah, 2022). This element affects the usefulness and characteristics of a product whether goods or services based on expected functions such as durability, reliability, accuracy, ease of operation, reparability, and other product attributes, with the goal of meeting and satisfying consumer needs (Nurhalimah et al., 2024). A high-quality product is not only designed to meet consumer needs but also to fulfill long-term consumer expectations. Furthermore, product quality is recognized as the ability, features, and characteristics of a product or service to meet customer needs (Harjadi & Arraniri, 2021).

In the highly competitive coffee shop industry, product quality is a key pillar that drives consumers to choose one product over another. Superior quality can enhance profitability in a growing business, as it determines the extent to which customer needs are fulfilled. Products of high quality also generate substantial profits for companies that successfully design them (Kotler & Keller, 2008).

According to Harjadi & Arraniri (in Gaspersz, 2021:35), there are several indicators that influence product quality. These include durability, which refers to a product's lifespan before it is replaced or becomes damaged; conformance, which measures whether the product's performance meets established standards; and aesthetics, which emphasizes the physical appearance of the product that can affect first impressions and consumer attraction. Visually appealing products can stimulate consumer interest and create a stronger perception of quality, thereby increasing the likelihood of purchase.

Additionally, as research develops, further indicators of product quality have been proposed. Bravo-Moncayo (2020) identified flavor intensity as another important factor influencing the perceived quality of coffee products. The study revealed that flavor intensity plays a crucial role in shaping quality evaluations and impacts consumer purchasing decisions.

Based on the findings of Bravo-Moncayo (2020) and Harjadi & Arraniri (Gaspersz, 2021:35), four indicators are commonly used to measure product quality:

- a. **Durability** : the product's ability to withstand use over a certain period before it becomes damaged or needs replacement.
- b. **Conformance** : the extent to which the product meets promised specifications or quality standards.
- c. **Aesthetics** : the visual appeal of the product that creates a strong first impression and attracts consumers.
- d. **Flavor Intensity** : the balanced taste of the product that enhances the consumer experience.

H1 : Product quality has a positive effect on consumer purchasing decisions at Janji Jiwa in Makassar.

2. The Influence of Product Price on Purchasing Decisions

Price is a crucial factor influencing consumer decisions when purchasing a product, as it is closely related to their level of satisfaction with the chosen product (Darmawan, 2023). In general, price can be defined as the amount of money consumers must spend to obtain goods or services (Taan & Radji, 2022). In a broader context, price also reflects the value perceived by consumers in relation to the benefits of a product or service, while serving as a means for companies to gain fair profit from the value delivered to customers (Kotler & Armstrong, 2012 in Taan, 2024). According to Sunyoto (2020:13), price is the specific monetary amount charged for a product. Kotler & Armstrong (2015) emphasize that price plays a critical role and often becomes a challenge in the consumer decision-making process. From a business perspective, proper pricing strategies that align with market acceptance can positively impact sales growth (Elliyana, Lidiana, Agustina, & Siwi, 2022).

Several indicators influence consumer perceptions of price, as suggested by Adrianto (2021) and Afifah & Artadita (2022) :

a. Price Affordability

Affordable prices encourage purchases, as they align with consumers' financial capabilities (Setiyanti & Ansori, 2024).

b. Price-Quality Suitability

Consumers often compare price with product quality. Higher prices are generally associated with better quality, leading consumers to choose more expensive products if they are perceived as superior (Haque, 2020).

c. Price Competitiveness

Consumers usually compare prices among alternatives before purchasing, making price differences a key determinant in purchasing decisions (Haque, 2020).

d. Discounts

Discount strategies have proven effective in enhancing customer satisfaction, particularly when offered during specific occasions (Tussakdiah, 2021). Moreover, consumers tend to be more price-sensitive when making purchase decisions (Rosmadayanti et al., 2018).

Previous studies revealed that price has a positive influence on purchasing decisions; the more balanced the price and quality, the stronger the consumer's interest in making a purchase (Pratiwi, Junaedi, & Prasetyo, 2020). However, research by Melpiana & Sudarajat (2022) also found that price may have a negative impact, where rising prices reduce product demand. Thus, price is not merely a numerical value but also reflects the perceived value, quality, and attractiveness of a product in the eyes of consumers.

H2 : Price has a positive effect on consumer purchasing decisions at Janji Jiwa in Makassar.

3. The Influence of Product Promotion on Purchasing Decisions

Promotion is one of the key components that contributes to consumer decision-making by stimulating the desire to obtain a product and the satisfaction of having purchased it (Veronika et al., 2020). Promotion is a strategic effort undertaken by companies to attract potential customers by emphasizing the advantages and capabilities of their products in meeting consumer needs (Kano et al., 2022).

Kotler and Armstrong (2018) define promotion as an effort to inform customers about a product's benefits and convince them to make a purchase. Promotion is regarded as the most crucial aspect of any marketing strategy because customers will not buy a product if they are unaware of the value it offers (Setiawan, 2024). An effective promotional strategy is one that successfully creates purchase intention among potential customers who may have initially shown little to no interest in the product. According to Kotler and Keller (2016), promotion consists of several indicators:

a. Advertising

A paid communication method aimed at changing public perceptions, increasing awareness, and informing target markets to capture their attention and encourage a response.

b. Sales Promotion

A temporary incentive to motivate consumers to make purchases or encourage sellers to promote goods or services. Sales promotion instruments include product samples, coupons, discounts, markdowns, and premiums (merchandise given for free or at reduced prices).

c. Direct Marketing

The use of media such as mail, telephone, email, interactive television, and the internet to establish direct communication with targeted customers, aiming to obtain quick responses.

d. Public Relations

Policies and activities designed to achieve organizational goals and maintain harmonious relationships between the company and the public.

H3 : Promotion has a positive effect on consumer purchasing decisions at Janji Jiwa in Makassar.

4. The Combined Effect of Product Quality, Price, and Promotion on Purchasing Decisions

Consumers generally prefer products that offer high quality to meet their needs and desires. Therefore, to maintain a competitive advantage, companies must understand consumer preferences and create product differentiation from competitors (Woen & Santoso, 2021).

At the same time, competitive pricing also plays a crucial role in purchasing decisions, as consumers tend to choose products that provide optimal value in line with their financial capacity. Alkemega & Ramadhan (2023) argue that excessively high prices may lead consumers to reject a product.

Furthermore, promotion plays a significant role in attracting consumer attention, as it enables sellers to effectively present their products and provide consumers with sufficient information to generate interest in making a purchase (Dwijantoro, Dwi, & Syarief, 2022). When quality, price, and promotion are applied simultaneously, they can produce a greater impact on consumer purchasing decisions.

H4 : Product quality, price, and promotion collectively have a significant influence on consumer purchasing decisions at Janji Jiwa in Makassar.

5. Purchasing Decisions

According to Saragih and Wico J. Tarigan (2020), purchasing decisions are defined as the act of choosing among available alternatives. In other words, decision-making can only occur when several alternatives are available to consider. In consumer behavior, purchasing decisions reflect the actions taken by consumers after evaluating various aspects, including product type, brand, quantity, timing, producer, marketer, and payment method all of which aim to satisfy consumer needs and desires (A. Pratiwi, 2020). Karolin & Fauzi (2022) note that while the basic process of decision-making is similar for all individuals, it is strongly influenced by each consumer's unique needs and preferences.

As cited in the journal *The Effect of Brand Image and Brand Awareness on Purchasing Decisions* (2021), Kotler & Keller (2009) identify four indicators of purchasing decisions:

1. Product Purchase

Consumers decide whether to purchase a product or allocate funds for other needs.

2. Brand Choice

From the various available products, consumers select the brand they perceive as most suitable to purchase.

3. Channel Selection

Consumers decide which place or distribution channel to visit in order to obtain the product.

4. Timing of Purchase

Each consumer has different preferences regarding when to make a purchase.

METHOD

This research employs a quantitative method, relying on online questionnaires as the primary data collection tool. The research targets all residents of Makassar City who meet specific criteria: those who enjoy coffee, have previously made transactions at Janji Jiwa Coffee Shop, and have utilized Janji Jiwa promotions. The sample size was calculated using the formula by Hair et al., as cited in Hilaliyah (2024), which suggests multiplying the number of indicators by 5–10. Since there are 12 indicators, the required sample size is 120 respondents.

Data were collected through an online questionnaire distributed via Google Forms and shared across social media platforms such as WhatsApp, Instagram Stories, and Instagram Direct Messages. Responses were measured using a 5-point Likert scale, a rating method that converts qualitative responses into quantitative data. A 2023 journal highlights that the Likert scale is useful for evaluating respondents' perceptions, attitudes, or behaviors, allowing researchers to measure the degree of agreement or disagreement with the questions posed.

Data analysis was conducted using Multiple Linear Regression with SPSS (Statistical Product and Service Solutions) software, version 26. According to Nuraeni (2021), SPSS is a statistical software capable of processing various data formats, such as Excel, Open Access, and text, while providing an informative interface with user-friendly symbols and icons. Another advantage is its ability to accurately handle missing data through coding that

explains the cause of data incompleteness. Thus, SPSS assists researchers in conducting data analysis efficiently and effectively.

Quality Test Method

This research employs two methods for testing the quality of the instrument, namely the Validity Test and the Reliability Test. The Validity Test aims to ensure whether the research instrument (such as the questionnaire) truly measures the intended theoretical construct, thereby making the results trustworthy (Ghozali, 2018). Meanwhile, the Reliability Test is conducted to assess the consistency of the measurement tool, that is, whether it produces stable results when used again under the same conditions. According to Ghozali (2018), the reliability of a construct can be evaluated using Cronbach's Alpha, where a value above 0.70 indicates that the instrument is reliable.

Classic Assumption Test Method

This research applies three types of classical assumption tests, namely the normality test, multicollinearity test, and heteroscedasticity test. The normality test is used to examine whether the residuals of the regression model follow a normal distribution, using methods such as Kolmogorov-Smirnov or Shapiro-Wilk. According to Ghozali (2018), data are considered normally distributed if the significance value is greater than 0.05. Meanwhile, the multicollinearity test aims to identify whether there is a strong correlation among independent variables. The indication of multicollinearity appears if the Tolerance value is less than 0.1 or if the Variance Inflation Factor (VIF) exceeds 10. If the test results show values beyond these thresholds, it indicates no multicollinearity problem. Lastly, the heteroscedasticity test is conducted to assess whether the variance of the residuals is constant across observations. Inconsistencies in variance, or heteroscedasticity, can be detected through methods such as the Glejser test or scatterplot analysis, to ensure that the regression model fulfills the assumption of homoscedasticity.

Data Analysis Method

The Data Analysis Method consists of three types, namely the Coefficient of Determination Test (R^2), the F-Test (Model Fit), and the T-Test (Partial). The Coefficient of Determination Test (R^2) serves to assess the extent to which the regression model can explain variations in the dependent variable. A higher R^2 value indicates that the constructed model provides a better explanation of the dependent variable. The T-Test (Partial) is used to measure the extent of the impact of each independent variable on the dependent variable individually.

RESULTS AND DISCUSSION

General Description of Respondents

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Purchase Decision (Y)	120	10	20	16.11	2.822
Product Quality (X1)	120	11	20	16.63	2.419
Price (X2)	120	8	20	15.93	2.826
Promotion (X3)	120	8.00	20.00	15.9250	2.75365
Valid N (listwise)	120				

Source: Processed SPSS Data (2025)

Data Quality Test Result

Validity Test

The validity test was carried out based on data processing using SPSS version 26. All statement items for each variable in Table 2 can be declared valid. This is because the value of $r_{calculated} > r_{table}$ (0.1793). The obtained validity data are as follows:

Table 2. Validity Test

Variable	Statement Instrument	r calculated	r tabel	Description
Purchase Decision (Y)	Y.1	0,759	0,1793	Valid
	Y.2	0,699	0,1793	Valid
	Y.3	0,856	0,1793	Valid
	Y.4	0,687	0,1793	Valid
Product Quality (X1)	X1.1	0,871	0,1793	Valid
	X1.2	0,880	0,1793	Valid
	X1.3	0,861	0,1793	Valid
	X1.4	0,785	0,1793	Valid
Price (X2)	X2.1	0,787	0,1793	Valid
	X2.2	0,801	0,1793	Valid
	X2.3	0,752	0,1793	Valid
	X2.4	0,738	0,1793	Valid
Promotion (X3)	X3.1	0,703	0,1793	Valid
	X3.2	0,772	0,1793	Valid
	X3.3	0,857	0,1793	Valid
	X3.4	0,755	0,1793	Valid

Source: Processed SPSS Data (2025)

Reliability Test

Based on the reliability test conducted using SPSS version 26, the reliability data obtained are as follows:

Table 3. Reliability Test

Variabel	Cronbach's Alpha	N of Item	Keterangan
Purchase Decision (Y)	0,741	120	Reliabel
Product Quality (X1)	0,872	120	Reliabel
Price (X2)	0,768	120	Reliabel
Promotion (X3)	0,771	120	Reliabel

Source: Processed SPSS Data (2025)

Reliability Test Results

The reliability test was carried out based on data processing using SPSS version 26. All statement items for each variable in Table 3 can be declared reliable because they have a Cronbach's Alpha value > 0.70.

Classical Assumption Test Results

Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	120
Exact Sig. (2-tailed)	.000

Source: Processed SPSS Data (2025)

When conducting the One Sample Kolmogorov-Smirnov test, the data used in the study can be considered normally distributed if the significance value is > 0.05. However, it can be seen that overall, the normality test results in Table 4 show that the data are not normally distributed.

The normality test results indicating that the data are not normally distributed are common and often occur, especially in management research. Non-normality of data is not always a serious issue, particularly when the sample size is large, because according to the Central Limit Theorem, the distribution of sample means will approach normal even if the population data are not normal. Ghazali and Latan (2021) also emphasize that data in social research tend not to be perfectly normal, so non-normal results in normality testing can still be acceptable. In addition, Kline (2020) adds that violations of normality are common and should not be overly concerning, especially if the sample size exceeds 100 respondents. Thus, non-normal normality test results are not a primary indication of analysis failure, as long as other important assumptions remain fulfilled.

Multicollinearity Test

In the multicollinearity test, there is a condition in which the significance value must be greater than 0.05 for the data to be considered normally distributed. The multicollinearity test also aims to determine whether there is a high correlation among independent variables in the regression model. Ghozali (2018) states that an indication of multicollinearity can be seen from a Tolerance value < 0.10 or a Variance Inflation Factor (VIF) > 10. If these conditions are not met, it means that multicollinearity does not occur.

Table 5. Multicollinearity Test

Model	Coefficients ^a	
	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Product Quality	.417	2.399
Price	.437	2.286
Promotion	.548	1.826

Based on Table 5, it can be seen that the overall variable values are > 0.10 (Tolerance) and < 10.00 (VIF). Thus, it can also be concluded that there is no multicollinearity in the regression model.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test

Model	Coefficients ^a	
		Sig.
1	(Constant)	.179
	Product Quality	.860
	Price	.752
	Promotion	.592

a. Dependent Variable: AbsRes1

If the significance value is less than 0.05, this indicates the presence of heteroscedasticity. Conversely, if the significance value is greater than 0.05, then there is no indication of heteroscedasticity.

Based on Table 6, it can be concluded that all variables have a significance value > 0.05. Therefore, it can be stated that all variables do not exhibit symptoms of heteroscedasticity.

Autocorrelation Test

Table 7. Autocorrelation Test Results

Model		Sig.
1	Regression	.176 ^b
a.	Residual	b.

c. Dependent Variable: Unstandardized Residual

d. Predictors: (Constant), Res_1_Lag, Product Quality, Price, Promotion

Based on the autocorrelation test using the Breusch-Godfrey method through regression of the residuals against the predictors and lagged residuals, a significance value of 0.176 was obtained. Since this value is greater than 0.05, it can be concluded that there is no residual autocorrelation in the regression model.

Multiple Linear Regression Analysis

Table 4. Results of Multiple Linear Regression Analysis

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.744	.249		2.983	.003
	Product Quality	-.008	.019	-.008	-.397	.692
	Price	-.018	.022	-.015	-.811	.419
	Promotion	.979	.017	1.005	59.039	.000

a. Dependent Variable : Purchase Decision

Source: SPSS Data Processing (2025)

From the results of the multiple linear regression analysis, the following regression equation is obtained: : $Y = 0.744 + (-0.008X_1) + (-0.018X_2) + 0.979X_3 + e$

The hypothesis test results can be concluded as follows:

- In Table 4, the constant value in the regression equation is 0.744, which means that if product quality, price, and promotion are all zero, the purchase decision will consistently remain at 0.744.
- The regression coefficient of the product quality variable (X_1) is -0.008, indicating a negative influence. This means that for every 1% increase in product quality, purchase decisions decrease by 0.008.
- The regression coefficient of the price variable (X_2) is -0.018, also indicating a negative influence. This means that for every 1% increase in price, purchase decisions decrease by 0.018.
- The regression coefficient of the promotion variable (X_3) is 0.979, indicating a positive influence. This means that for every 1% increase in promotion, purchase decisions increase by 0.979.

Hypothesis Testing Results

Coefficient of Determination (R^2)

Based on the R^2 test results conducted using SPSS version 26, Table 5 shows that the Adjusted R Square value is 0.981. This means that product quality, price, and promotion can explain purchase decisions by 98.1%, while the remaining 1.9% is most likely influenced by external factors outside the variables examined, such as financial literacy (Ramadani et al., 2022), risk tolerance (Mahardika & Asandimitra, 2023), financial satisfaction (Febriansyah et al., 2023), and other factors. Based on these results, the following data were obtained:

Table 5. Coefficient of Determination (R^2) Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.991 ^a	.982	.981	.37846

a. Predictor: (Constant), Promotion, Price , Product Quality

b. Dependent Variable: Purchase Decision

Source: Processed Data using SPSS (2025)

F-Test (Goodness of Fit & Simultaneous Test)

Based on the F-test conducted using SPSS version 26, the following results were obtained:

Table 6. F-Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	885.710	3	295.237	2061.294	.000 ^b
	Residual	16.615	116	.143		
	Total	902.325	119			

c. Dependent Variable: Purchase Decision

d. Predictors: (Constant), Promotion, Price, Product Quality

Source: Processed Data using SPSS (2025)

The total number of respondents in this study was 120. The F-table value was obtained using the formula ($Df1 = k-1 / df1 = 4-1 = 3$ dan $Df2 = n-k / df2 = 120-4 = 116$). Referring to Table 6, it can be concluded that H_0 is rejected and H_1 is accepted. This is supported by the calculated F-value of 2061.294, which is greater than the F-table value of 3.07, and the p-value of 0.000, which is less than 0.05. Thus, it can be concluded that this research model is fit and appropriate to be used, and that the independent variables (product quality, price, and promotion) simultaneously have a significant effect on the dependent variable, namely purchase decision.

T-Test

Table 7. T-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.744	249		2.983	.003
	Product Quality	-.008	.019	-.008	-.397	.692
	Price	-.018	.022	-.015	-.811	.419
	Promotion	.979	.017	1.005	59.039	.000

a. Dependent Variable: Purchase Decision

Based on the T-test results in Table 7, the significance values for product quality and price are 0.692 and 0.419 respectively, both of which are greater than 0.05. This indicates that the variables of product quality and price do not have a significant influence on purchase decisions.

It can also be observed from Table 7 that the significance value for the promotion variable is 0.000, which is less than 0.05. This suggests that promotion has a significant influence on purchase decisions.

In conclusion, based on Table 7, the T-test results show that product quality and price do not have an effect on purchase decisions. Meanwhile, the promotion variable has a positive influence on purchase decisions.

DISCUSSION

Based on the hypothesis testing results, it was found that product quality and price have no significant effect on purchasing decisions, while promotion has a positive and significant effect on purchasing decisions for Kopi Janji Jiwa in Makassar City.

1. The Influence of Product Quality on Purchasing Decisions

The results show that product quality (X1) does not significantly influence purchasing decisions (Y). This indicates that consumers of Janji Jiwa in Makassar do not primarily consider the taste or visual quality of the coffee as the main factor when making a purchase. Instead, their decisions tend to be influenced by other aspects such as store accessibility, social habits, and the brand’s marketing engagement on social media platforms.

This finding is inconsistent with previous studies by Yuliana & Ummah (2022) and Ningsih et al. (2022), which revealed that product quality significantly affects purchasing decisions. The difference may be explained by the unique characteristics of Makassar consumers, who are more influenced by social experiences and lifestyle trends rather than by technical aspects of product quality.

2. The Influence of Product Price on Purchasing Decisions

The price variable (X2) also shows no significant effect on purchasing decisions. This suggests that the price offered by Janji Jiwa is not the main determinant influencing customers to make a purchase. This may be because Janji Jiwa positions itself as a local coffee brand offering affordable and consistent prices across outlets, leading consumers to perceive the price as “standard” within the coffee market. This finding contrasts with studies by Pratiwi et al. (2020) and Darmawan (2023), which concluded that price positively affects purchasing decisions. However, in the context of Makassar, variations in purchasing power and consumers’ perceived value of coffee products may explain why price is not a key differentiating factor among competing coffee brands.

3. The Influence of Product Promotion on Purchasing Decisions

The results show that promotion (X3) has a positive and significant influence on purchasing decisions, with a coefficient value of 0.979 and a significance level of 0.000. This confirms that the more active and engaging

the promotional strategies implemented by Janji Jiwa, the higher the consumers' purchasing decisions. Promotional efforts such as seasonal discounts, product bundling, and digital campaigns on platforms like Instagram and TikTok have successfully created emotional appeal and brand attachment among young consumers. This finding is consistent with studies by Veronika & Hikmah (2020) and Uripto & Lestari (2023), which emphasize that promotion is a critical factor influencing consumer interest and purchasing decisions, especially in competitive industries such as food and beverage (F&B).

4. The Combined Effect of Product Quality, Price, and Promotion on Purchasing Decisions

Simultaneously, product quality, price, and promotion have a significant effect on purchasing decisions, with an Adjusted R² value of 0.981. This means that these three variables collectively explain 98.1% of the variation in purchasing decisions, while the remaining 1.9% may be influenced by external factors such as customer satisfaction, brand loyalty, and service experience.

This result aligns with findings from Woen & Santoso (2021) and Dwijantoro et al. (2022), who argue that the combination of marketing mix elements particularly promotion, price, and product quality plays a crucial role in shaping consumer purchasing decisions in modern retail businesses, including coffee shops.

CONCLUSION

The purpose of this research is to analyze the influence of product quality, price, and promotion on purchase decisions of Janji Jiwa coffee in Makassar City. The analytical tools used in this study include descriptive statistical analysis, data quality tests (validity and reliability tests), hypothesis testing, multiple linear regression analysis, and classical assumption tests using SPSS version 26. The results of the hypothesis testing indicate that product quality (X1) does not have a significant influence on purchase decisions (Y), and price (X2) also does not significantly influence purchase decisions (Y). This means that individuals are pragmatically unaffected by product quality and price when making purchase decisions. However, the results also show that promotion (X3) significantly influences purchase decisions. This implies that the more intensive the promotion conducted by Janji Jiwa, the higher the likelihood of individuals making a purchase.

Simultaneously, product quality, price, and promotion influence purchase decisions, which means these three variables collectively have an effect on consumer purchase decisions.

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