

# THE INFLUENCE OF PRICE, PRODUCT QUALITY AND WORD OF MOUTH ON THE DECISION PURCHASE OF COFFEE PIE PRODUCTS AT TAKENONG CENTRAL ACEH

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## Abstract

*With diverse consumer lifestyles, including consumers in each region have their own unique cultural and culinary heritage. So prioritizing customer satisfaction is the ultimate goal for entrepreneurs, facing this situation every entrepreneur must adapt and recognize environmental conditions that are in accordance with current developments. This study aims to determine the effect of price, product quality and word of mouth on purchasing decisions for Takengon coffee pie products. The data in this study are primary data collected using a questionnaire method with a sample size of 105. The data in this study were analyzed using multiple linear regression methods. Research instrument tests, classical assumption tests and hypothesis tests were carried out with the SPSS 25.0 application tool. The results of the study showed that the price variable partially had a significant effect on purchasing decisions for Takengon coffee pie products. Furthermore, the price variable partially had a significant effect on purchasing decisions for Takengon coffee pie products. While the word of mouth variable did not have a significant effect on purchasing decisions for Takengon coffee pie products. Furthermore, simultaneously the price, product quality and word of mouth variables had a significant effect on purchasing decisions for Takengon coffee pie products. Therefore, it is important for business owners to provide prices and product quality that are in accordance with consumer expectations. In this way, consumers will feel satisfied, so they can provide positive reviews to decide to buy a product.*

**Keywords:** Price, Product Quality, Word Of Mouth, Purchase Decision

## 1. INTRODUCTION

With diverse consumer lifestyles, including every consumer Each region has its own unique cultural and culinary heritage. City Takengon, Aceh's central highlands, is famous for its coffee. City Takengon is also home to one of many small businesses and micro that have the potential to develop in big cities thanks to the many opportunities businesses available there. There are many among the residents of Takengon City businesses run such as cafes, culinary businesses, angkringan, and others. Therefore, it is natural that new companies are starting to emerge, including companies that process coffee into raw materials, Coffee is Premium product from Central Aceh Regency with Arabica taste typical. Raw materials that are easy to obtain can help sellers run manufacturing business more easily. Coffee is one of the fruits has a distinctive taste and aroma, so that entrepreneurs take advantage of this opportunity to recycle coffee berries to make coffee food or drinks, for example grass jelly, cappuccino, espresso, sanger, pudding coffee, coffee tarts, etc.

Tourists who visit Central Aceh definitely have to try it the taste of Gayo Arabica coffee. Currently visitors are coming to Aceh Middle can taste it without drinking but just eating. Food business This unique company was founded in 2017, the initial motivation for making coffee cakes was because Takengon is a tourist city and there are no typical Takengon souvenirs yet in the form of food, so far tourists only know about ground coffee. There is People who can't enjoy coffee through drinks are encouraged to brings a new color to Central Aceh's delicious culinary delights, namely kopi pie. Pie coffee is in front of the Paya Ilang Takengon terminal, Central Aceh with a strategic store location so that it can be reached by many people coffee pie buying public. There are various factors that can influence consumer decisions to buy products. One of them is price, price is part of marketing mix. This is implemented by the coffee pie product by trying to offer the price is

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not too expensive, so consumers from various circles can get it buy it. The types and prices of coffee pie products can be seen in the table below This:

**Table of Types and Prices of Coffee Pies in 2024**

No	Product Type	City Size	
		Mika 1A	Mika 2A
1.	Milk Pie	Rp. 30,000	Rp. 15,000
2.	Coffee Pie	Rp. 55,000	Rp. 30,000
3.	Fruit Pie	Rp. 30,000	Rp. 18,000

Source: Coffee pie production data

From the table above it is known that the prices of milk pie, coffee pie and fruit pie each type is different, depending on the size of the box, small or large. For pie milk priced at 30,000/box containing 20 pcs, for small size 15,000/box contains 10 pcs. Meanwhile for coffee pies for large sizes 55,000/box containing 35 pcs, small size with a price of 30,000/box containing 20 pcs. Not much different from pie milk, fruit for large sizes at a price of 30,000/box containing 12 pcs, and small size 18,000/box containing 6 pcs. A social phenomenon that currently occurs where someone shares their experience of satisfaction with a good or service with other potential consumers. Such as discussing affordable prices and good product quality through word of mouth promotion.

This creates a form of marketing communication that occurs organically. So this has an impact on consumers' confidence that the product is suitable for them and that the product can meet their needs, so they will be more likely to make choices to buy the product consistently. The results of research conducted by Hardini (2019) and Fatimah (2023) show that product quality has a significant influence on purchasing decisions. However, this is in contrast to research conducted by Rumondor (2017) which shows that product quality does not have a significant effect on purchasing decisions. Based on the background above, the researcher is interested in conducting research with the title "The Influence of Price, Product Quality, and Word of Mouth on the Decision to Purchase Coffee Pie Products in Takengon, Central Aceh".

**2.IMPLEMENTATION METHOD**

This research was conducted in the Takengon area of Central Aceh, with the research object being consumers who bought coffee pie products in Takengon, Central Aceh. The population in this research was buyers of coffee pie products in Takengon. In determining this sample, non-probability sampling techniques were used with purposive sampling techniques. Purposive sampling is a sampling technique based on criteria, meaning that the consumers used are consumers in the city of Takengon who buy coffee pie products (Sitohang, 2019). The criteria used are consumers of coffee pie products who live in Takengon City and are male and female, and the respondents used are at least 18 years old. The minimum number of samples is 5 times the number of indicators (Hair, et al, 2017). For research, researchers used 7 times the number of indicators so that the number of samples in this study was 105 (7 x 15 indicators). The technique used in this research is linear regression analysis, multiple linear regression, namely all statistical methods used to determine the relationship between the analysis of the independent variables (X1, X2, X3) and the dependent variable (Y). In processing this data, a computer program package was used, namely the SPSS (Statistics For Product and Service Solution) program version 25.0. Next, carry out multiple regression analysis using the formula shown in the following equation:

$$Y = a + b1 x1+ b2 x2+ b3 x3+ e$$

### 3. RESULTS AND DISCUSSION

#### 3.1 Results

Regression analysis is a statistical method used to measure the relationship between one or more independent variables (called predictors or explanatory variables) and dependent variables (called response variables or dependent variables). The purpose of regression analysis is to understand and measure how changes in one or more independent variables can predict or explain variations in the dependent variable. The results of partial regression analysis in this study are presented in the following table:

**Multiple Linear Analysis Results**

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
(Constant)	6,953	1,552		4,480	0,000	
Price	0,556	0,164	0,327	3,382	0,001	
Product quality	0,603	0,153	0,356	3,946	0,000	
Word of Mouth	0,258	0,146	0,159	1,767	0,080	

Source: SPSS Output (2024)

1. Constant (a) = 6.953, this shows a constant value, where if the variables price (X1), product quality (X2) and word of mouth (X3) have a value of 0. So the value of the purchase decision for the Takengon Coffee Pie product will also increase by 6.953.
2. Price regression coefficient (X1) = 0.556. This shows that if there is an increase in price by one Likert scale unit, then the decision to purchase Takengon Coffee Pie Products is 0.556.
3. Regression coefficient for the Product Quality variable (X2) = 0.603. This shows that if there is an increase in product quality by one Likert scale unit, then the decision to purchase Takengon Coffee Pie Products will also increase by 0.603.
4. Regression coefficient for the Word of Mouth variable (X3) = 0.258. This shows that if there is an increase in word of mouth by one Likert scale unit, then the decision to purchase Takengon Coffee Pie Products will also increase by 0.258.

#### 3.2 Discussion

##### The Influence of Price on Purchase Decisions for Coffee Pie Products

Based on the research results, it was found that price testing results had a significant influence on purchasing decisions for Takengon Coffee Pie Products. This can be seen from the significant value of the price variable, namely sig. is  $0.001 < 0.05$  and the tcount value is  $3.382 > t_{table} 1.983$ , then H1 is accepted. So it can be concluded that the more affordable the price offered, the more it will encourage consumers to purchase Takengon Coffee Pie Products. The findings of this research are in line with previous research conducted by Resti Hardini (2019) and Bunga Siti Fatimah (2023) who found that price has a positive and significant effect on purchasing decisions.

##### The Influence of Product Quality on Purchasing Decisions for Coffee Pie Products

Based on partial test results, it is known that product quality has a significant influence on purchasing decisions for Takengon Coffee Pie Products. This is known from the significant value of the product quality variable, namely sig. is  $0.000 < 0.05$  and the t-count value is  $3.946 > t_{table} 1.983$ , then H2 is accepted. So it can be concluded that the higher the quality of the coffee pie product, the more consumers will want to buy the product. The findings of this research are in line with previous research conducted by Dimas Erlangga Putra (2019) which found that product quality has a positive and significant effect on product purchasing decisions.

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Based on partial test results, it was found that the word of mouth variable did not have a significant influence on purchasing decisions for Coffee Pie Products. This can be seen from the significant value of the word of mouth variable, namely sig. is  $0.080 > 0.05$  and the t-count value is  $1.767 < t\text{-table } 1.983$ , then  $H_3$  is rejected. So it can be concluded that the story of someone's experience in purchasing a product has not been able to influence the decision to purchase Coffee Pie Products. The findings of this research are in line with previous research conducted by Dimas Erlangga Putra (2019) and Nur Arifa (2018) who found that word of mouth did not have a positive effect on product purchasing decisions.

**4. CONCLUSION**

Based on research conducted regarding the influence of price, product quality and word of mouth on purchasing decisions for coffee pie products in Takengon, Central Aceh. It was found that all independent variables, namely price, product quality and word of mouth, had a significant effect on the dependent variable, namely purchasing decisions, this was because these three variables were running optimally. And if these three variables continue to be implemented well, they will provide a big boost in influencing consumers to decide to buy Takengon coffee pie products.

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