

# THE EFFECT OF PRODUCT QUALITY, PRICE, LOCATION, AND PROMOTION ON PURCHASING DECISION OF CAFE CONSUMERS AND BLEDEG RESTO IN GRESIK

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## ABSTRACT

*This study intends to determine the effect of product quality, price, location (atmosphere) and promotion on consumer purchasing decisions of Cafe Bledog in Gresik, and to find out which factors have the dominant impact. This study uses quantitative analysis with a total of 100 respondents as samples. Based on the results of the research, product quality, price, location (atmosphere) and promotion factors significantly influence consumer purchasing decisions, with promotion factor being the most dominant factor, which has the most influence on consumer decision in choosing Cafe Bledog in Gresik.*

**Keywords:** Cafe Bledog, Consumer Purchasing Decisions in Gresik, Product Quality, Price, location and Promotion

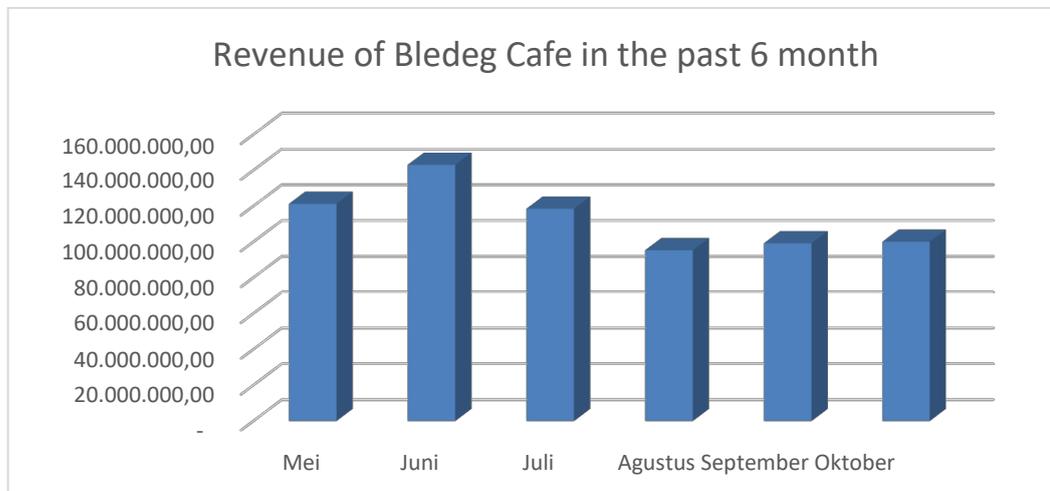
## INTRODUCTION

Recently, the growth of cafes has increasingly spreading and so has the city of Gresik. On Usman Sadar Gresik Road, = a cafe named "Bledog" was established in 2008, which was described by the owner Bledog as a "shocking thunder" by the surrounding community, a modern designed cafe both in terms of buildings, arrangement in the cafe, and its services in hopes of attracting people to visit . Bledog Cafe & Resto has three branches in Gresik, namely Usman Sadar Street, Brotonegoro Road and Wahidin Sudirohusodo Gresik Road. Out of the three cafes, the biggest and most crowded is the branch on Usman Sadar Gresik Street. This raise the question of what the product quality, prices, promotions, and locations of Cafe & Resto Bledog on Usman Sadar Gresik Street are like? These factors are the base for choosing Cafe Bledog on Usman Sadar Gresik street as the object of research. A preliminary study has been conducted at Bledog Cafe & Resto on Usman Sadar Gresik Street related to factors influencing purchasing decisions, namely product quality, price, promotion, and location (atmosphere). The results of the preliminary study showed that Café Bledog is facing a few problems, which at that time was the increasing number of competitors that emerged in Gresik (see Table 1), hence, it is a challenge for Bledog Café & Resto to survive and overcome competitors.

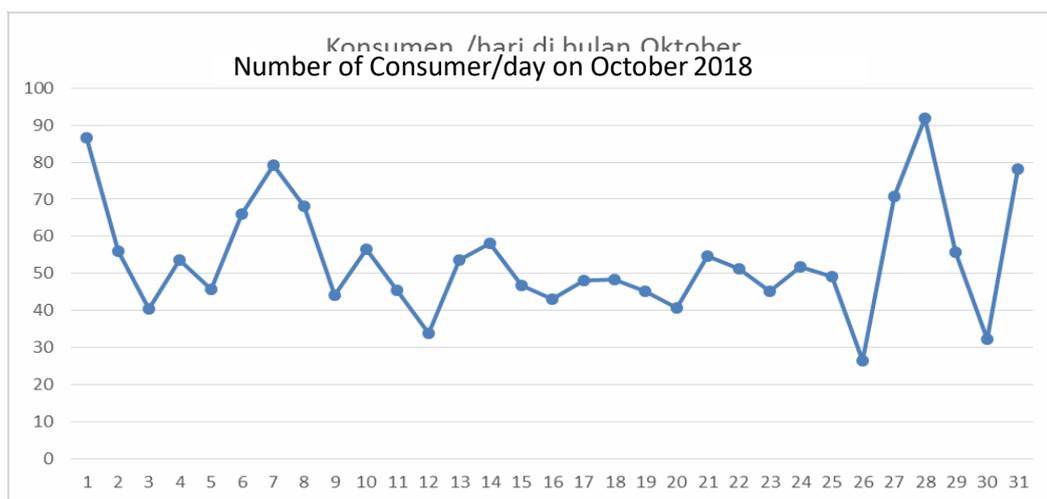
**Table 1. The List of competitors of Cafe & Resto Bledog in Gresik**

No	Name of Cafe	Location
1	Cafe Veranda	Jl Jawa No 96 - GKB
2	Cafe Yellow Bike	Jl Veteran no 74
3	Cafe One Place	Jl Panglima Sudirman
4	Warunk Upnormal	Jl Doktor Wahidin
5	Cafe Adventure	Jl Kalimantan - GKB
6	De'Lodji	Jl kalimantan - GKB

The data shown in Figure 1 is based on the documented data of income obtained from May 2017 to October 2017 at Bledag Cafe & Resto. Meanwhile, Figure 2 presents documented data regarding consumers visits at Cafe Bledag in October 2017.



**Figure 1. The Revenue of Bledag Cafe Revenue from May to October 2017**



**Figure 2. The Data on Consumer Visit in October 2017**

## LITERATURE REVIEW

### 1. Product Quality

According to Kotler and Keller who (2011: 143), product quality is the ability of a product to provide results or performance that is more than what the customer wants. In this indicators of product quality indicators used in this study are: 1) form, 2) feature, 3) customization, 4) performance quality, 5. Conformance quality, 6) durability, 7) reliability, 8) repair ability, 9) style, and 10) design.

### 2. Price

According to Stanton (2010), "Price is the value stated in rupiah and cents or monetary medium as a measuring instrument" (p. 308). The price indicators used in this study are: 1) price affordability, 2) price competitiveness, 3) price compatibility with product quality, and 4) price compatibility with product benefits.

### 3. Location (Atmosphere)

According to Berman and Evan (2010), location (atmosphere) is the store atmosphere; the physical characteristics of the store that is used to build impressions and attract customers. The location indicators (atmosphere) used in this study are:

1) characteristics of employees, 2) display of manufactured products, 3) café facilities, 4) music strains in the café, 5) aroma in the café, and 6) layout and interior design in the café.

#### 4. Promotion

Promotion is an activity that communicates product excellence and persuades customers to buy the product (Kotler & Armstrong, 2014). There are five indicators used in Kotler and Keller's promotion measurement (2014), which are:

- 1) frequency of promotion, 2) quality of promotion, 3) quantity of promotion, 4) promotion time, and 5) accuracy or suitability of promotional objectives.

#### 5. Purchasing Decision

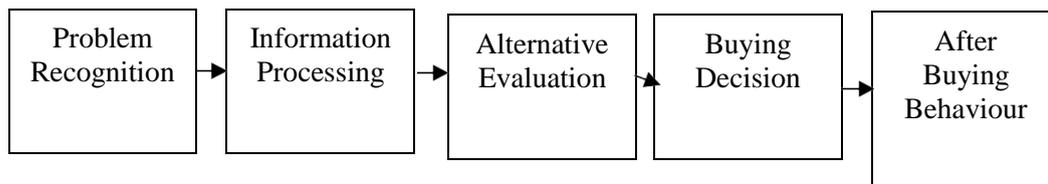
Purchasing decision is consumer decision making behavior on whether to buy or not to buy a product after evaluating various factors. According to Kotler and Keller (2012), the indicators of purchasing decisions are: 1) product durability, 2) purchasing habit, 3) recommendation of others, and 4) repeat purchase.

### RESEARCH METHODS

This study uses the explanatory method to obtain the desired data. The Slovin formula was used to determine the size of the research sample from the population. The sample in this study is 100 people. The sampling technique used is purposive random sampling, where sampling is based on certain considerations. The sampling consideration used in this study is visitors of Bledag Cafe & Resto that are of productive age (15 to 64 years old), excluding children and seniors) in Gresik on the day the research questionnaire was distributed. The questionnaire was ongoing until determined number of samples reached 100 people. All respondents were required to correctly fill in and returned the completed questionnaire.

### RESULT AND DISCUSSION

The results of research conducted on Product Quality, Price, Location, and Promotion have a positive and significant effect on consumer purchasing decisions at Cafe and resto Bledag Gresik. The *F*-test result in this study showed that each variables have a significant effect on consumer purchasing decisions at Cafe and resto Bledag in Gresik,  $F(,...) = ..., p < 0.001$ . The purchasing decision at Cafe and Resto Bledag in Gresik is influenced by the factors of product quality, price, atmosphere, promotion. This is in line with the research by Kotler and Keller (2016) that states that the purchasing decision process consists of five stages:



**Figure 3. The five stages of purchasing decision**

Based on the *F*-test results above, partial test for each variable was conducted. The results are as follows:

#### Product Quality

The test results obtained by the *t*-test for the product quality variable shows that product quality does not significantly influence purchasing decisions,  $t(df)=.947, p > .05$ . This shows that the increase or decrease in product quality at Cafe & Resto Bledag in Gresik do not affect consumer purchasing decisions. Thus, it can be concluded the quality of product does not affect the number of consumers visit of Cafe & Resto Bledag in Gresik.

#### Price

Test results obtained from the *t*-test for the price variable shows that price do not significantly influence purchasing decision,  $t(df)=1.39, p > .05$ . This indicates that the increase or decrease in price at Cafe & Resto Bledag in Gresik do not affect consumer purchasing decisions. Thus, it can be concluded that the number of consumers visits in of Cafe & Resto Bledag

in Gresik is not affected by product price.

**Location (Atmosphere)**

The *t*-test results for location variables (atmosphere) indicates insignificant influence on purchasing decision,  $t(df)=.51, p>.05$ . This indicates that consumer purchasing decision is not affected by the increase or decrease in atmosphere at Cafe & Resto Bledog in Gresik. Thus, it can be concluded that the arrival of consumers of Cafe and Resto Bledog in Gresik does not matter the location (atmosphere).

**Promotion**

Test results obtained by *t*-test for the promotion variable shows a significant effect on consumer purchasing decision,  $p<.001$ , which means that promotions have a significant influence on purchasing decisions. This result indicate that promotion is an aspect that attracts consumer’s attention and interest to purchase products to the intended target consumers.

Product quality, price, and location (atmosphere) variables have a partially positive but not significant effect on consumer purchasing decisions. Although the results product quality, price, location variables are not significant for purchasing decisions but we strive to improve matters that are a concern and preference for consumers so that they can provide positive input. Promotion is the variable indicated as the most dominant; it positively and significantly affect on consumer purchasing decision at Cafe and resto Bledog Gresik, so it is concluded as follows:

**Table 2. The Managerial Implications for Product Quality**

Research result	Future Implication
The average of the 10 product quality variable indicators is 3.93. This means that respondents consider the existence of good conditions of the quality of the products of Cafe and Resto Bledog in Gresik.	Maintaining the quality of products (food and beverages) so as to ensure the achievement of the level of satisfaction of cafe visitors.
the lowest average answer of respondents (lowest mean) of 3.66 on the indicator "Ease of Improvement". In this case consumers who complained about food and drink incompatibility are very small (2%). Whereas 40% is neutral, and 58% say food and drinks are in accordance with the quality of the order.	Even though there are only a few visitors who submit complaints, Cafe and Resto Bledog must always provide the best service. If there are complaints about food/drinks, the cafe is advised to respond positively, immediately, and be friendly to maintain consumer satisfaction.
Eighty percent of the total respondents stated, "Food and beverages taste good, delicious and according to taste".	To maintain the quality of food/drinks, to meet consumer tastes by using high quality and hygienic raw and supporting ingredients.

**Table 3. The Managerial Implications for Price**

Research result	Future Implication
The average of the four price variable indicators is 3.68. This means that the respondents judged the appropriate pricing from Cafe and Resto Bledog in Gresik for their food and drink.	Cafe and Resto Bledog must be able to maintain an affordable price and in accordance with the quality of the product in order to be able to compete in the market.

<p>The lowest average answer of respondents (lowest mean) of 3.61 on the indicator "Price Competitiveness". In this case the number of consumers who submitted a complaint regarding the competitive is very small (7%). And a neutral 36%, while 57% stated that the prices of food and beverages Cafe and Resto Bledeg have competed well with their competitors.</p> <p>The respondent on average states: consumers visits with family, coworkers, friends, husband/wife, and groups/squads to enjoy food and drinks Cafe and resto Bledeg in Gresik who comes regardless of price.</p>	<p>The management of Cafe and Resto Bledeg can socialize their own member cards at Cafe and Resto Bledeg,. By using these cards, consumers will get incentives in the form of points that can be redeemed for certain discounts after points are accumulated up a certain total amount or by the card the consumer gets a certain lottery. The cards will be beneficial for the Cafe and Resto Bledeg as it is likely that consumers will return to visit Cafe and Resto Bledeg to collect these points.</p> <p>To stay responsive to competitor prices around Gresik, and to not set profit margins that are too high. It's better to set competitive prices</p> <p>To maintain the suitability between the price of food/beverage prices and their quality by further improving the function of the food/drink quality control.</p>
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**Table 4. The Managerial Implications for Location (Atmosphere)**

Research result	Future Implication
<p>The average of the six Atmosphere variable indicators is 3.98. This means that respondents assess the existence of good conditions from Atmosphere Cafe and Resto Bledeg in Gresik.</p> <p>The lowest average answer of respondents (lowest mean) of 3.72 on the indicator "Aroma in the cafe". In this case, the number of consumers who submitted a complaint on unpleasant odor/smell that was small (7%). Thirty five percent were neutral, while 58% said that the fragrant aroma was suitable based on consumers who visited Bledeg Gresik cafe and resto.</p> <p>The average respondent stated, "The reason consumers visited to enjoy food and drinks at Cafe and Resto Bledeg in Gresik is because they have been conducive/supportive on events such as meeting invitations, parties,</p>	<p>Interior arrangement greatly affects consumers visually, sensually and impression at once. The better and more attractive interior arrangement of a store, the higher the attractiveness of the five senses of customers: vision, hearing, smell, taste, touch, and concept: idea/image, and the more happy customers are at the store.</p> <p>Convenience and atmosphere can be created through the following aspects: visual, which deals with vision: color, brightness, size and shape of detail; touch: softness, smoothness, and temperature. Smell; scent, freshness. , Sound: supportive and attractive volume, pitch, and tempo so that it can provide comfort for consumers and lead to intention to repurchase.</p>

gatherings/hangout, and location that is near their homes or offices, hence atmosphere was not a concern."	<p>To pay attention to the atmosphere of freshness in the room by installing air freshener perfume so as to provide more comfort for visitors.</p> <p>To maintain the attitude of the waiters to be friendly, polite, and attractive.</p>
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**Table 5. The Managerial Implications for Promotion**

Research result	Future Implication
<p>The average of the five promotional variable indicators is 3.88. This means that respondents are curious about promotions at Cafe and Resto Bledog.</p> <p>The lowest average answer of respondents (lowest mean) is 3.67 for the indicator "Accuracy and Suitability of Promotional Objectives," which means the factors needed to achieve the desired target sales.</p> <p>Seventy five percent of the total respondents stated: "the preferred promotion tool is discounts instead of vouchers".</p>	<p>To provide the right means of promotion and able to boost the increase the number of visitors, such as: giving discounts on consumer's birthday, gathering, and other events held at the Bledog Gresik Cafe and Resto.</p> <p>Cafe and Resto Bledog can identify great opportunities on effective use of word of mouth communication from existing groups/socialites in promoting food and beverage products. The company can approach the heads of community groups closer through events, meetings and competitions to make them as voting leaders in communicating and networking between companies and consumers so they become more loyal customers.</p> <p>To provide continuous and periodical variation or various forms of discount so that consumers feel interested and not easily bored, for example: "buy 1 get 1, Friday it's free day, and saving lunch hour"</p> <p>To pay attention on the accuracy and appropriateness of the promotional target by giving discounts or vouchers to customers. Whereas for prospective consumers, it is recommended that there be an attractive promotion so that they are interested in visiting Cafe and resto Bledog, such as: Buy one get one free, free purchases for certain products at certain time.</p> <p>To maintaining the accuracy of the carried out promotion timing, such as the enactment of promotional prices on National holidays; the</p>

	commemoration of the Independence Day of the Republic of Indonesia is set for a one week promo price for certain products.
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## CONCLUSION

In this research, the author has obtained several conclusions in accordance with the results of the conducted research. This conclusion answers the formulation of the problem that exists. Based on the results of data analysis and discussion in this study, it can be concluded as follows:

1. Product quality, price, location and promotion simultaneously have a positive and significant effect on consumer purchasing decisions at Cafe and resto Bledeg Gresik. After further test, promotion is the most significant variable that affects consumers buying decision at Café & Resto Bledeg in Gresik.
2. Product quality, price, and location (atmosphere) have a positive but not significant effect on consumer purchasing decisions at Cafe and resto Bledeg Gresik

## SUGGESSTION

In this study, there are several suggestions and inputs obtained during the research process. These suggestions could be used for Cafe and resto Bledeg Gresik or for other researcher in further research that uses similar themes. These suggestions include:

1. This study recommends that Cafe and resto Bledeg Gresik improves their service quality, both in terms of products with the use of quality ingredients, affordability, cleanliness, freshness in the cafe room, and dishes that are more appetizing that consumers are more willing and comfortable to stay and come for another visit, to increase consumer purchasing decision.
2. In response to the current digital era, it is suggested that Cafe and resto Bledeg Gresik promote through social media such as Facebook, Instagram, and websites so that more people are aware of the existence of the business, thus an increase in consumer purchasing decision can be expected. "Do not know, then do not love".

## SUGGESTION FOR FUTURE RESEARCH

To future researchers who are interested in conducting research with the same focus, some recommendations are as followed:

- a. Using a qualitative research approach may provide more in-depth data on the object/subject of research.
- b. It may be useful to examine the marketing mix with element 7 P, namely: product, price, place, promotion, people, physical evidence, process as well as brand image to further identify factors influencing purchasing decisions.
- c. This study uses multiple linear regression analysis methods, and it is recommended that future studies use the Structural Equation Modeling (SEM) or Confirmatory Factor Analysis (CFA) to obtain more accurate results of data processing and research results.
- d. The respondents in this study are local consumers who came from the city of Gresik and do not include non-local or tourist consumers. It is suggested that future studies examine non-local and tourist respondents so the assessment can be generalized into a bigger population.

## RESEARCH LIMITATIONS

The following are the limitations of the research conducted in this study:

- a. The use of questionnaires as the research instrument. It was felt that there was an expectation that respondents did not provide answers according to the facts. Therefore, it is suggested to do research with a qualitative approach through interviews with informants who can provide in-depth answers to the questions asked.

b. There are other factors that are not considered in this research, such as brand image, physical evidence, people and process. Therefore, the results of this study still require further development to produce more a complete finding.

c. The questionnaire results in this study may be less reliable or valid due to the limits of assistance or instruction during the distribution of questionnaires at Cafe and Resto Bledag. The researcher is unable to provide and accompany consumers directly but are represented by waiters when consumers were filling out questionnaires. Consumers may fill in half-heartedly or did not fully understand the contents of their statements.

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