

Product Quality, Price, and Word of Mouth on Customer Purchase Decisions: A Study at Cafe Horas Porong

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Introduction

The culinary business in Indonesia has grown quite rapidly and is increasingly popular where food and drink are basic needs that must be fulfilled in recent years. People who are active and constantly on the move tend to spend a significant amount of time outside their homes, visiting culinary places for comfort, relaxation, or even work. Cafes are one place that is often be the choice. Many people love cafes because apart from providing food and drinks, cafes also offer comfort for visitors. In cafes, visitors can spend hours, either for casual conversation, just relaxing themselves, or doing assignments or work (Iriani Ismail et al., 2023).

Business people then saw an opportunity that would then be utilized, where many entrepreneurs sprung up to open cafes or coffee shops with unique concepts and ideas designed to attract customers from various backgrounds. With so many cafes that have sprung up, competition in the coffee shop industry has become increasingly fierce. Not a few coffee shop businesses fail to compete and eventually go bankrupt where in a business (Aryandi & Onsardi, 2020). One of the cafes that is phenomenal and able to compete in Porong, Sidoarjo is Café Horas which is located in Juwet Kenongo, Porong District. This café has a classic theme that provides modern comfort mixed with the beauty of the past. Equipped with decorations inspired by the classic style and simple but classy complete with decorations and atmosphere inspired by the classic style of the past.

Purchase decision are a key element in ensuring the success of a business to be able to compete. Purchase decision involve a series of steps in which the buyer recognizes the problem, finds out about the brand, considers several options to be able to solve the problem, then makes a purchase decision. Based on this definition, purchase decisions can be described as a response in which consumers recognize an issue, gather information, evaluate existing alternatives, decide to buy, and take action after purchase (Fang & Sukati, 2023). Consumer decisions are actions aimed at identifying a product that satisfies their specific needs and wants (Marlius & Jovanka, 2023).

Introduction

Product quality is the main factor that can attract customers to purchase the products we offer. With guaranteed product quality, it will provide satisfaction for its customers which will increase the buyer's desire to decide on a purchase (Yusda, 2023). Product quality is a special characteristic of the product in fulfilling what is expected by customers. If a business is able to maintain product quality in accordance with what consumers want, then the business is likely to increase the number of customers and maintain customer satisfaction (Setiawan et al., 2023).

When it comes to understanding pricing strategies, price serves as one of the aspects influencing internal business operations that help companies gain a competitive advantage. However, the pricing approach of manufacturers often makes this more difficult (Diputra & Yoga, 2020). Café business owners need to adapt pricing to the environment and changes. The price set will have a significant influence on the company's competitive ability and attract consumers to buy products as expected. To become more competitive, cafe owners can use competitors' prices as a reference in determining prices for selling their products (Mulyadi, 2022).

Apart from product quality and price, other aspects can also play a role in influencing purchase decisions, namely word of mouth. Word of mouth is a process where customers educate other customers about any information related to a product. The Word of Mouth Marketing Association or WOMMA, defines WOM as a process in which customers recommend a business or business to potential customers (Nisa, 2022). Positive word of mouth promotion can improve reputation and develop the marketing of a business (Imani & Putri, 2022).

Introduction

RESEARCH GAP

This study is built upon the existence of a gap (Research Gap) from previous research where the results are not always comparable. Previous research conducted by (Yusra & Nanda, 2020) proves that there is an effect of product quality on purchase decisions, but in other studies by (Fanitawati, 2020) proves that product quality has no influence on purchase decisions.

Previous research by (Mukti & Aprianti, 2021) proves that price has a significant and positive impact on purchase decision, while other research by (Maknunah & Apriliyaningsih, 2020) proves that there is no influence between price and purchase decisions.

Previous research by (Ayunda et al., 2024) proves that there is a positive and significant influence between word of mouth and purchase decisions, while research by (Ena et al., 2020) proves that there is no significant effect between word of mouth and purchase decisions. As for what makes the difference between previous research and this research so that it is essential to do research, it lies in the object of research, namely customers and connoisseurs of Cafe Horas Porong where no research has examined this place before.

Research Purpose

The main purpose of this research is to test and determine customer purchasing decisions at Café Horas Porong using 3 independent variables, including Product Quality, Price, and Word of Mouth. So that it can be seen what makes a customer decide to make a purchase at Café Horas Porong.

Research Questions

1. Does product quality affect the purchasing decisions of CaféHoras customers?
2. Does price affect the purchasing decisions of CaféHoras customers?
3. Does wordof mouth influence the purchasing decisions of CaféHoras customers?

Literature Review

The marketing mix is a method that can be utilized to promote customer loyalty. The 7Ps (product, pricing, place, promotion, process, tangible evidence, and people) are the seven tools of marketing that comprise the marketing mix. The 7Ps serve as a comprehensive framework for developing effective marketing strategies. This model is particularly relevant in service industries but is also applicable to various sectors (Nengsih et al., 2024).

Product encompasses all offerings that meet customer needs, including goods and services, while Price refers to the amount charged and can be adjusted based on market conditions and consumer demand. Place involves the distribution channels that make products accessible to consumers, ensuring they are available where and when needed. Promotion includes all marketing communications aimed at informing and persuading potential customers, enhancing brand visibility and engagement. People represent all individuals involved in delivering the service or product, as their interactions significantly influence customer satisfaction. Process pertains to the operational procedures involved in service delivery, ensuring efficiency and consistency. Finally, Physical Evidence refers to the tangible aspects that support the service experience, such as the environment where services are delivered and branding materials, which shape customer perceptions of quality (Fahrizal et al., 2022).

The theory of consumer behavior is very relevant to explain purchasing decisions. Consumer behavior is a process related to the action to buy. In this process, customers take steps such as finding information about the product, researching it, and evaluating the product, until finally the customer can decide to complete a purchase (Hanifah & Rahadi, 2020). Consumer behavior refers to an action that directly obtains, uses, and disposes of or consumes goods or services. This process reflects the entire cycle of consumer interactions with products or services, from purchase decisions influenced by needs, wants, and preferences, to how consumers utilize goods or services to meet specific goals. In addition, the act of disposing of goods or services after use demonstrates consumers' responsibility towards social and environmental impacts, including awareness of sustainability (Nugroho & Setiadi, 2019).

Literature Review

Cultural, sociological, psychological, and personal aspects all have an impact on consumer behavior. The most fundamental determinants of behavior and aspirations are cultural variables; in reality, every civilization has a social class, and the choice of items from different companies is a manifestation of that social class. Social elements include roles, social position, family, and recommendations, all of which have an impact on consumer behavior. Personal qualities have an impact on personal aspects, particularly those that affect the buyer's age, life stage, financial and professional circumstances, lifestyle, personality, and self-image. In the meanwhile, Motivation, perception, learning, beliefs, and attitudes are key elements that impact psychological aspect (Prabowo, 2021).

The purchase decision is a situation where the customer decides whether to use a good or service or not. Customers make considerations on a number of factors, such as the usual actions taken when making the purchase process, the quality of the goods obtained, and brand loyalty to rival goods (Azizah & Kusnanto, 2023). Before deciding to buy, consumers will recognize the problems they face, find information about the product, then evaluate how well each alternative solves the problem. Indicators of purchasing decisions include the need for a product, the desire for a product, the purchasing power possessed by consumers (Hodijah et al., 2023).

Product quality is the qualities and aspects possessed by a product or-service which are limited to its capacity to meet both expressed and implied needs (Sambara et al., 2021). Product quality is not only limited to objects, but also to food and beverages. Product quality is a measure of the quality of the product as perceived by the customer. Product quality refers to the characteristics within an item or result that make it suitable for its intended purpose or need (Asti & Ayuningtyas, 2020). Good quality product will be able to maintain customer trust. This is because the competition is tight and very varied, so the owner needs to improve product quality and give the best to customers. For some middle and upper economy consumers, they believe that expensive products are good quality products, but people prefer low prices. These factors are things that need to be taken into consideration when making purchase decisions (Yusra & Nanda, 2020). Indicators of product quality include appearance, portion, and taste level. Quality product will be able to maintain customer trust (Oktavian & Soliha, 2022).

Literature Review

Price is the amount of value that needs to be spent by customers to obtain a product. In general, price can be interpreted as the money range set for specific goods or services. The price also reflects the exchange value given by the customer to benefit from the ownership or utilization of the product that has been exchanged (Mariansyah & Darma, 2020). Information about prices is needed by consumers to be able to determine purchasing decisions. Price can be used to standardize quality depending on the value or price of a product. Where the greater the benefit that customers feel from a good or service, the more valuable the product or service is (Mukti & Aprianti, 2021). Indicators of price perception include price affordability to consumer abilities, price alignment with the quality of the product, price competitiveness, and price alignment with the benefits (Rosita & Satyawisudarini, 2017).

Word of mouth is a natural conversation between individuals, where recommendations or information about products are conveyed from one individual to another where the information conveyed comes from the direct experience of consumers which is believed to be an honest review and can influence others to choose or follow the product or service (Arifin, 2017). Word of mouth is a communication process performed by words come out of mouth where individuals or groups provide recommendations about products or services intended to offer information. Word of mouth (WOM) influences consumer thinking which is a more credible and personal source of information than formal advertising, so consumers tend to trust the suggestions of people they are familiar with. This is because the person who recommends has bought the product repeatedly. In other words, word of mouth affects consumer purchase decisions (Ayunda et al., 2024). Word of mouth indicators include talking about, recommending, encouraging, and involvement in the communication of word of mouth (Nefrida, 2021).

Method

a) Type of Research:

The approach in this research is using quantitative method

b) Research Data:

The data is taken from the millennial generations in Sidoarjo and surrounding areas who have made purchases at Cafe Horas Porong

c) Research Methode:

the sample is taken using purposive sampling technique and using the Partial Least Square-(PLS) method

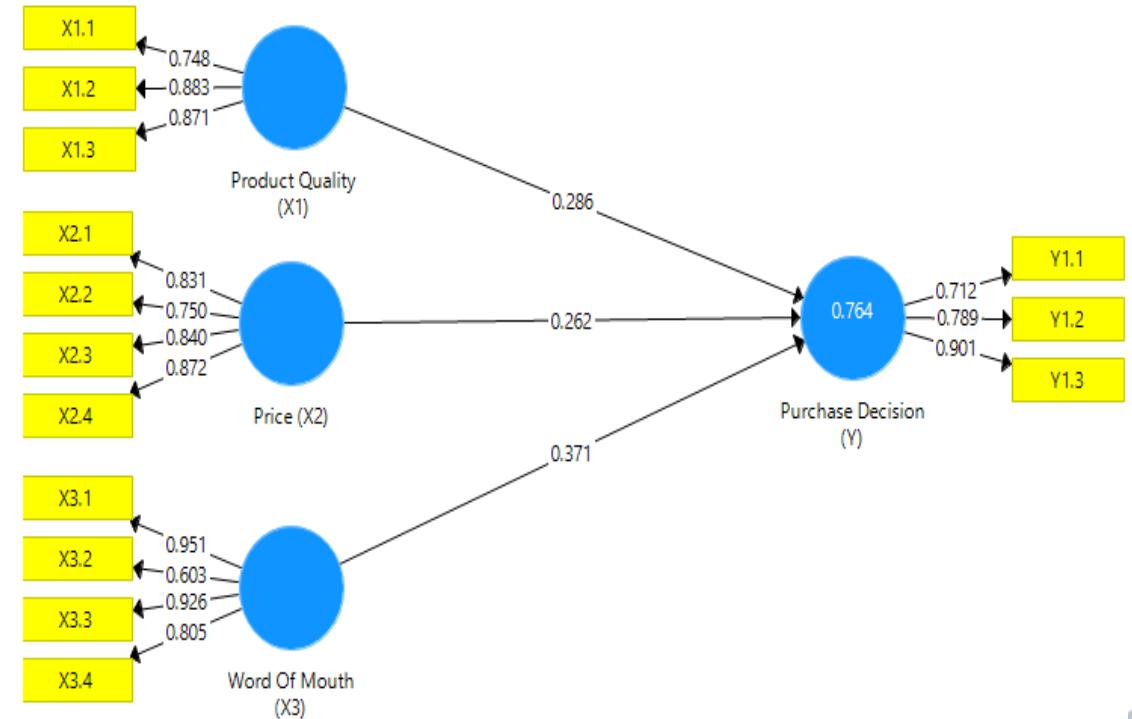
d) Data Source:

The research is based on both primary-data and secondary-data. For this type of primary data, researchers obtain data through the distribution of research instruments in the format of questionnaires. Meanwhile, secondary data are derived from various literatures such as books, journals, and websites.

Result

Measurement Model Evaluation (Outer Model)

Outer model analysis is an approach for assessing the correlation between construct variables and manifest variables (indicators). The indicator's relationship to each of its latent variables is described by the loading factor. This outer model test uses the PLS Algorithm approach. The measurement model, also known as the outer model, measures the reliability and validity of research variables (Sari et al., 2022).



Validity Test

Convergent Validity

Convergent validity is a high correlation between latent variable values and indicator values. The correlation between the score of the construct and the score of the items or indicator indicates the convergent validity of measurement models with indicators of reflection. The value of the loading factor must exceed 0.7 in order to be classified, but 0.6 is still acceptable (Sari et al., 2022). The results from table 1 show that almost all values of the factor loading of each indicator exceed 0.7, which means that indicators classified having convergent validity.

Table 1. Outer Loading

Indicator	Price	Product Quality	Purchase Decision	Word of Mouth
X1.1		0,748		
X1.2		0,883		
X1.3		0,871		
X2.1	0,831			
X2.2	0,750			
X2.3	0,840			
X2.4	0,872			
X3.1				0,951
X3.2				0,603
X3.3				0,926
X3.4				0,805
Y1.1			0,712	
Y1.2			0,789	
Y1.3			0,901	

Validity Test

Discriminant Validity

A model achieves good discriminant validity when the AVE square root of each independent variable is greater than the correlation it has with other variables (Fitria et al., 2024). The result from table 3 show that the diagonal value represents the square root of the AVE, while the value beneath it indicates the correlation between constructs. Since the square root of AVE is higher than the correlation between the constructs, discriminant validity is met, indicating the validity of the model.

Table 2. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Information
Price	0,680	Valid
Product Quality	0,699	Valid
Purchase Decision	0,647	Valid
Word of Mouth	0,693	Valid

Reliability Test

Composite Reliability

Cronbach alpha and composite reliability value can be used to evaluate construct reliability for each construct. It is advised that the values for composite reliability and cronbach's alpha exceed 0.70 in order to ensure satisfactory reliability of the variable (Fitria et al., 2024). The result from table 4 show that the composite reliability and cronbach's alpha values corresponding to each variable exceeds 0.7. Thus, each variable considerable reliable as indicated by the test results that were carried out.

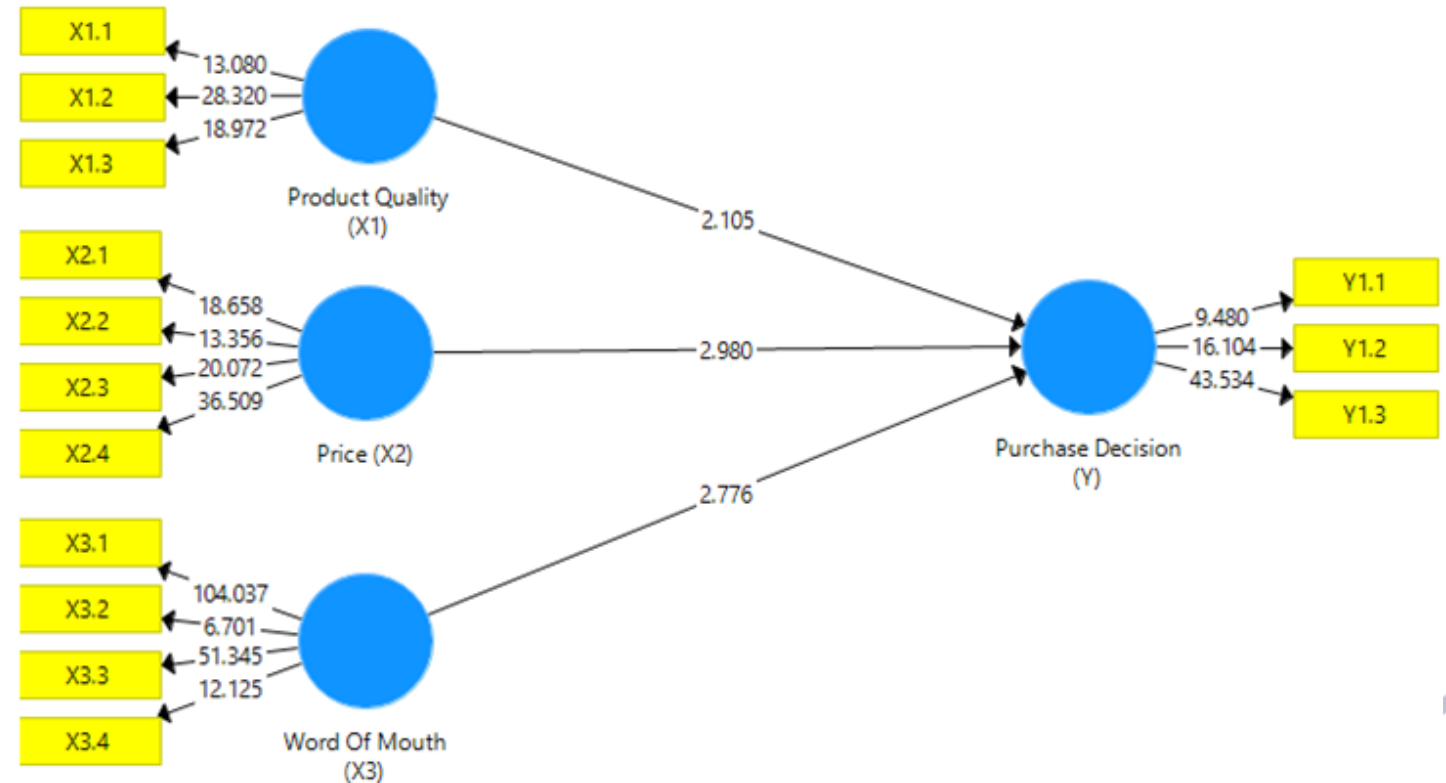
Table 4. Composite Reliability Test Results and Cronbach's Alpha

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Price	0,846	0,894
Product Quality	0,782	0,874
Purchase Decision	0,725	0,845
Word of Mouth	0,845	0,898

Inner Model

Structural Model Evaluation

The R-squared value is used in structural analysis. The purchase decision variable, which is the dependent variable in this study, shows an adjusted R-squared value of 0.757. which means 75.7% of the purchase decision variable may be explained by factors including product-quality, price, and word of-mouth, with the remaining 24.3 percent coming from unstudied factors.



Inner Model

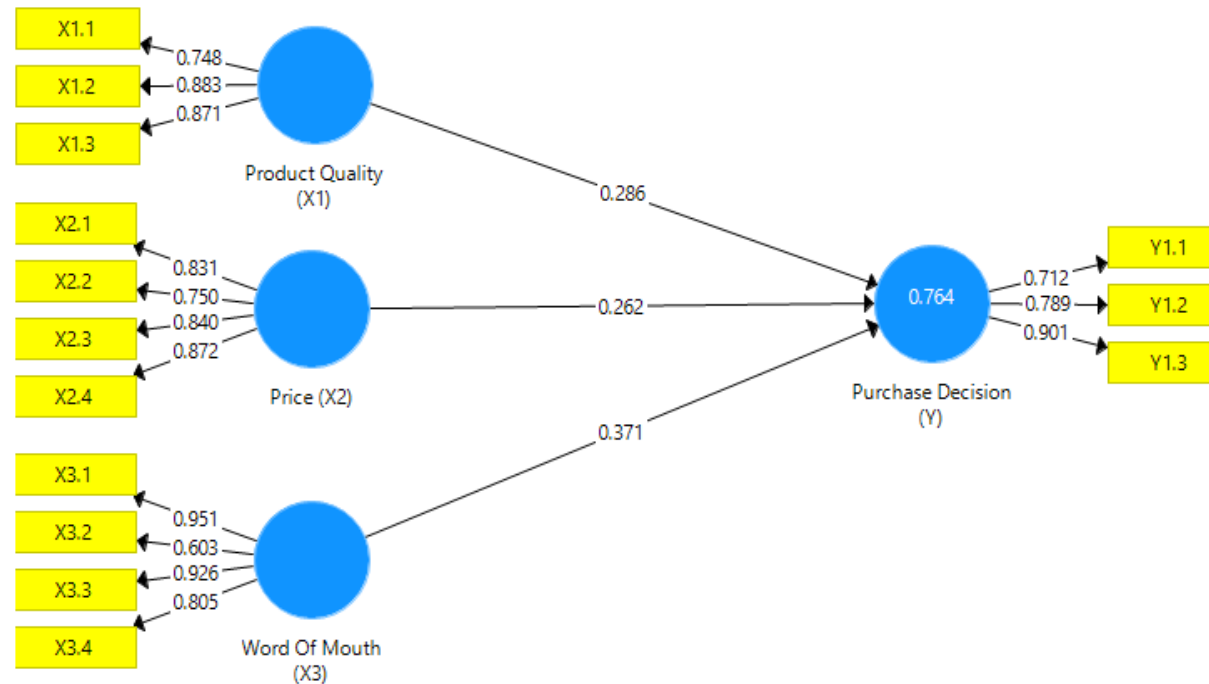
R-Square Test

The purpose of testing R-Square is used to assess the value that shows how much the external independent variable affects the endogenous dependent variable. The R-square value lies between 0 to 1. Included in the weak model category when The R-square shows a result of 0.25, a moderate model when R-square has a value of 0.50, and a strong model when R-square shows a result of 0.75 (Setiyawan & Kusuma, 2024). The result from table 5 show that the endogenous variable (purchase decision) has a value above 0.67 for R-Square and Adjusted R-Square. The exogenous factors, namely the independent variables, accounted for 0.764 or 76.4% of the value, while additional elements not covered in this study accounted for the remaining 0.236 or 23.6%. Thus, the R² findings from this test indicate a robust model.

Table 5. R-Square Test Result

	<i>R-Square</i>	<i>R-Square Adjusted</i>
Purchase Decision	0,764	0,757

Hypothesis Test



Path Coefficient

To decide a hypothesis can either be confirmed or dismissed., consideration of the values of significance between constructs, T-statistics, and p-values is very important. This study uses the rule that the T-statistic must be greater than 1.96, with a p-value of 0.05 (5%) as the level of significance, and a positive and significant beta coefficient

Hypothesis Test

Table 6. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
Price -> Purchase Decision	0,262	0,266	0,091	2,895	0,004
Product Quality -> Purchase Decision	0,286	0,283	0,129	2,216	0,027
Word of Mouth -> Purchase Decision	0,371	0,375	0,130	2,863	0,004

According to the path coefficient in Table 6, purchase decisions positively and significantly affected by price shown by the t-statistic value is greater than 1.96, which is 2.895 and p-values is lower than 0.05, namely 0.004. Purchase decisions are positively and significantly affected by product quality shown by the t-statistic value is greater than 1.96 namely 2.209 and p-values is lower than 0.05, namely 0.028. And purchase decisions are positively and significantly affected by word of mouth shown that the t-statistic value is greater than 1.96, which is 2.921 and p-values is lower than 0.05.

Discussion

Hypothesis 1: The Effect of Price on Purchase Decisions at Café Horas Porong

The first hypothesis states that there is a significant effect of product quality on purchase decisions. The path coefficient produces a significant positive value, indicating a unidirectional relationship. The more Coffee Horas Porong sets the right pricing strategy, it will increase consumer purchasing decisions at Coffee Horas Porong. Coffee Horas Porong business actors have carried out various pricing strategies to suit consumers' abilities and expectations. For example, they offer competitive prices for premium coffee products while maintaining quality. Coffee Horas Porong also provides various savings package options, such as discounts on certain purchases or bundling food and beverage menus at more affordable prices. In addition, they often hold special promotions, such as discounts on certain days or customer loyalty programs, such as free drinks after a certain number of purchases. This flexible pricing strategy aims to attract consumers and influence them to keep buying products at Coffee Horas Porong

Discussion

Hypothesis 2: The Effect of Product Quality on Purchase Decisions at Café Horas Porong

The second hypothesis states that there is a significant effect of product quality on purchase decisions. The path coefficient produces a significant positive value, indicating a unidirectional relationship. The more Coffee Horas Porong improves the quality of the product, the more likely it will increase consumer purchase decisions at Coffee Horas Porong. Coffee Horas Porong business actors have made various efforts to preserve and elevate the quality of their products to align with consumer expectations. For example, they use premium coffee beans that are processed to a high standard to maintain the taste of the coffee. In addition, they also continue to develop a menu of quality drinks and side dishes with selected ingredients. Coffee Horas Porong always pays attention to details, from the cleanliness of the place, attractive presentation, to friendly and fast service to provide the best experience for consumers. All these efforts are made in order to satisfy consumers and influence them to keep buying products at Coffee Horas Porong.

Discussion

Hypothesis 3: The Effect of Word of Mouth on Purchase Decisions at Café Horas Porong

The third hypothesis states that there is a significant effect of word of-mouth on purchase decisions. The path coefficient produces a significant positive value, indicating a unidirectional relationship. The better the Word of Mouth about Coffee Horas Porong, the more it will increase consumer purchasing decisions at Coffee Horas Porong. Coffee Horas Porong business actors have made various efforts to encourage positive Word of Mouth from consumers. For example, they ensure the quality of coffee products and satisfactory service, so that consumers voluntarily recommend Coffee Horas Porong to family and friends. In addition, Coffee Horas Porong actively organizes interactive activities, such as coffee discussions or community events, which make customers feel closer to the brand. These strategies help to enhance Coffee Horas Porong's positive image and motivate new consumers to try their products based on recommendations from people nearby..

Conclusion

Based on the data analysis and hypothesis testing, price significantly and positively affects purchase decisions. This happens because the price really affects Café Horas Porong customers. Starting with a fairly reasonable cost, commensurate with quality, and commensurate with the benefits received. Consumers will choose Café Horas Porong as their preferred cafe choice based on the three factors they have experienced. Product quality also positively and significantly affects purchase decisions. This could happen because Café Horas Porong's products are fairly good and made from quality ingredients so that they are able to provide satisfaction to customers and connoisseurs of Café Horas Porong and are taken into account when customers make purchases. And Word of mouth also significantly and positively affects purchase decisions. This is because many Café Horas Porong consumers who have made purchases to invite people they know, be it friends, relatives, and family, to make purchases at Café Horas Porong. So that people who are invited and become potential customers will be interested in making purchases at Café Horas Porong. Thus, based on the conclusions obtained, it is important for Café Horas Porong to continuously maintain and improvise in factors such as product-quality, price, and word-of mouth so that customers always choose to make purchases at Café Horas Porong rather than elsewhere. Despite the encouraging results, it is important to recognize the limitations of this study. The results may not be as applicable to other cafés or areas because the study was restricted to a single site and only examined Café Horas Porong. Furthermore, a significant portion of the data was gathered based on subjective and transient client perceptions. To improve the external validity of the results, further studies are suggested to incorporate a larger sample from different cafés and geographical regions. To have a more thorough grasp of the elements impacting purchasing decisions in the café sector, it is also advised to include additional variables including marketing strategies, customer loyalty, and service quality.

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