



## **The Influence of Café Atmosphere, Price and Location on Purchasing Decisions at the Coffe Shop Scale in Mataram City**

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### **INFO ARTIKEL**

### **Abstract**

*Keywords:*

*Decision, Café Atmosphere,  
Price, Location*

*The goals of this research is to determine the effect of Café Atmosphere, price and location on purchasing decisions at the Skala coffee shop in Mataram city. The population is all Skala Coffee buyers, while the sample is 100 consumers using purposive sampling. This type of research is quantitative associative research. Processing data in this study using SPSS 26.0 for windows software. In which the validity test, reliability test, classical assumption test, multiple linear regression analysis, significance test (t test) and coefficient of determination test (R<sup>2</sup>). Based on the results of the analysis, (1) Café Atmosphere had a positive and significant effect on revisit intention, (2) price had a positive and insignificant effect on revisit intention, (3) location had a positive and significant effect on revisit intention*

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### **INTRODUCTION**

The rapid development of the café business, of course, creates increasingly fierce competition, so that entrepreneurs in the culinary industry are increasingly competing to create new innovations to attract visitors so that the company can survive for a long time and continue to grow. Purchasing decisions are interesting to study because these purchasing decisions are able to make desires and abilities can be fulfilled.

Atmosphere is an important factor for a consumer in choosing a place for culinary. A comfortable and *homey* atmosphere is a separate consideration for consumers before deciding to come or visit a particular café. A good café atmosphere is the company's strategy to provide a sense of comfort for customers so that they will make purchases at the café. Having the right pricing strategy will help meet customer expectations better because you have a reason why the price

that the company applies is cheaper or more expensive. Such a corporate strategy will create an iterative process that will allow the company to see how consumers and competitors respond to pricing decisions. While perfecting tactics, companies can even invite the most price-sensitive buyers to still choose the products or services that the company offers.

At this time must also pay great attention to the location because the right location is expected to meet the expectations of entrepreneurs to attract consumers to be able to make purchases in order to get profits and vice versa if there is an error in location selection will hamper business performance and automatically purchasing decisions will be difficult to fulfill so that maximum profits will not be felt by the entrepreneur.

### **Research Problems**

The development of the café business in Lombok today can be said to be quite rapidly growing. This can be seen from the many new cafes emerging, the rapid development of the café business, of course, creates increasingly fierce competition, so that entrepreneurs in the culinary industry are increasingly competing to create new innovations to attract consumers so that the company can survive for a long time and continue to grow. The scale of Coffee Shop in competition with other cafes seeks to increase innovation and creativity by paying attention to the Café Atmosphere, Price and Location in its place to be able to influence consumer Purchasing Decisions. However, to influence the perception of visitors to make a purchase is not easy for a business person and in this case it is not yet known how the response and influence of the café atmosphere, price and location on purchasing decisions on the coffee shop scale..

### **Purchase decision**

Assuari (1966:130) purchasing decision is a purchase decision making process that includes determining what to buy or not to make a purchase and this decision, obtained from previous activities.

### **Price**

According to Kotler in Solihin & Wibianto (2020: 1962), price is a number of values that consumers exchange for the number of benefits when owning or using product goods or services.

### **Location**

Location is one of the situational factors that influence purchasing decisions. In the marketing concept there is a term known as marketing mix or marketing mix consisting of products, prices, promotions and places or business locations.

### **Hypothesis**

H1 : *café atmosphere* influences purchasing decisions *Coffee shop scale*

H2: Price affects the purchase decision of *Skala Coffee shop*.

H3 : Location affects the purchase decision of *Skala Coffee Shop*

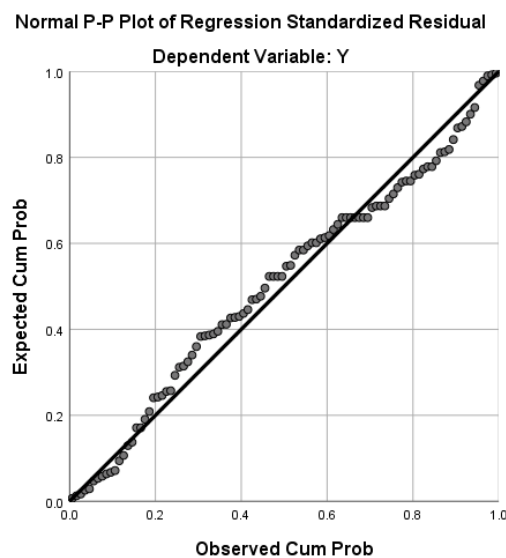
## **RESEARCH METHODS**

The type of research used in this study is quantitative research, quantitative methods are one type of research whose specifications are systematic, planned and clearly structured from the beginning to the making of research designs. Quantitative research methods as stated by Sugioyono (2011: 8) are: "research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, quantitative / statistical data analysis with the aim of testing the hypothesis set"

## RESULT

### Classical Assumption Test Normality Test

#### Normality Test Results



Source: Primary Data processed, 2022 (Appendix 6)

Based on figure 4.2 it can be seen that the Normal P-P Plot has been normally distributed. This can be seen from the dots that spread along diagonal lines and are normally distributed.

## Multicollinearity Test

### Multicollinearity Test Results

Type		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	<i>Café atmosphere</i>	.267	3.746
	<i>Price</i>	.191	5.236
	<i>Location</i>	.245	4.084

a. Dependent Variables: purchasing decisions

From the results of the table above, it can be seen that the results of the value of  $VIF < 10$  and Tolerance Value  $> 0.1$ . So it can be concluded that Multicollinearity does not occur.

## Multiple linear regression

### Multiple Linear Regression Analysis Results

Coefficients <sup>a</sup>						
Type		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.182	1.544		.118	.907
	Cafe Atmosphere	.281	.061	.500	4.607	.000
	Price	.133	.113	.151	1.179	.241
	Location	.279	.137	.231	2.041	.044

a. Dependent Variable: purchasing decision

Based on the results of data analysis using the SPSS program version 26, the value of the constant coefficient was 0.182, the café atmosphere coefficient was 0.281, the price coefficient was 0.133 and the location variance coefficient was 0.279. Then the regression equation can be formulated as follows:

$$Y = a + bX_1 + bX_2 + bX_3 + \epsilon$$

$$Y = 0.182 + 0.281X_1 + 0.133X_2 + 0.279X_3 + \epsilon$$

**Analysis of the coefficient of simultaneous determination R2**

**Table 4. 12 R2 Determination Test Results**

Model Summary <sup>b</sup>				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.836a	.698	.689	2.41082
a. Predictors: (Constant), price, café atmosphere, location				
b. Dependent Variable: purchase decision				

Based on the data above, a coefficient of determination of 0.689 or (68.9%) was obtained. This shows that 68.9% of purchasing decisions on the Coffee Scale are influenced by café atmosphere, price and location. While 31.1% was influenced by other variables that were not included in this research model.

**Persian Test (T Test)**

**T Test Results**

Coefficients <sup>a</sup>						
Type		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.182	1.544		.118	.907
	Cafe Atmosphere	.281	.061	.500	4.607	.000
	Price	.133	.113	.151	1.179	.241
	Location	.279	.137	.231	2.041	.044
a. Dependent Variable: Purchase decision						

Based on the table it can be seen that:

- The calculated t value for café atmosphere is 4.607. Where this value will be compared with the t value of the t distribution table. with the number of samples in this study is 100 and the level of significance is 0.05 with degrees  $df = 100$ , with the t value obtained at 1.664. This means that the calculated t value is greater than the table t (4,607 > 1,664) so it can be concluded that café atmosphere has a significant effect on purchasing decisions.
- The calculated t value for the price is 1.179 which means that the calculated t value is smaller than the table t value (1.179 < 1.664) so it can be concluded that the price has no significant effect on the purchase decision.
- The calculated t value for Location is 2,041 which means that the t value is greater than the table t value (2,041 > 1,664) so it can be concluded that location has a significant effect on purchasing decisions.

## **DISCUSSION**

### **The Influence of Café Atmosphere on Purchasing Decisions at Skala Coffee Mataram**

Café Atmosphere has a positive and significant influence on Purchasing Decisions at Skala Coffee Mataram. This is measured by 7 indicators that become benchmarks in the Cafe Atmosphere variable, namely Cleanliness, Music, Scent, Temperature, Lightning, Color, Display / Layout. In the descriptive analysis, Café Atmosphere has an average score of 3.99 and is in the good category. Based on the statistical results of the t test for the café atmosphere variable, a calculated t value of 4.607 was obtained with a significance level of 0.000 and a positive regression value of 0.281. Because the sig value < 0.05, it can be concluded that Ho was rejected and Ha was accepted so that Café Atmosphere has an influence on the Purchasing Decision at Skala Coffee Mataram.

Therefore, it can be concluded that café atmosphere influences purchasing decisions on the Coffee Scale.

### **The Effect of Price on Purchasing Decisions on the Mataram Coffee Scale**

Price has a positive and insignificant influence on purchasing decisions on the Mataram Coffee Scale. This is measured by 4 indicators that become benchmarks in the Price variable, namely price affordability, price suitability with product quality, price suitability with benefits, and price according to ability or price competitiveness.

The lower the price of the product, the higher the purchase decision. This can be because the price of food and beverages offered by Skala Coffee is able to compete with cafes and other shops in the city of Mataram so that it can attract consumers to make purchases. In addition, these results explain that some consumers do not consider price as a purchase decision. This possibility happens because the most important thing for respondents is a product that suits their wishes or can meet the lifestyle that is becoming a trend today. Therefore, it can be concluded that price does not influence purchasing decisions on the Coffee Scale.

### **The Influence of Location on Purchasing Decisions at Skala Coffee in Mataram**

Location has a Positive and Significant influence on Purchasing Decisions on the Mataram Coffee Scale. This is measured by 3 indicators of location affordability, smooth access to location, and location proximity. In the descriptive analysis, the location has an average value of 3.91 and is in the good category. Based on the statistical results of the t test for the Location variable, a calculated t value of 2.041 was obtained with a significance level of 0.044 and a positive regression value of 0.279. Because the sig value < 0.05, it can be concluded that Ho was rejected and Ha was accepted so that location has an influence on purchasing decisions on the Mataram Coffee Scale.

## **CONCLUSION**

Based on the results of the discussion in Chapter IV about the Influence of Café Atmosphere, Price and Location on purchasing decisions on the Coffee Scale in Mataram, the following conclusions can be drawn:

1. Café Atmosphere has a positive and significant influence on purchasing decisions at Skala Coffee Mataram. This means that the better the Atmosphere Café at Skala Coffee, the higher the purchase decision at the café.
2. Price has a positive and insignificant effect on purchasing decisions on the Mataram Coffee Scale. That is, Price does not affect purchasing decisions on the Mataram Coffee Scale.

3. Location has a positive and significant influence on the Mataram Coffee Scale Purchasing Decision. This means that the closer the location provided by the Coffee Scale, the higher the purchase decision on the Mataram Coffee Scale..

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