



Analysis of the Influence of Product Quality and Service Quality on the Purchase Decision of Tuku Emerald Bintaro Coffee

Augiesty Viorenza Kusoy¹⁾, Duwi Lestari²⁾, Dinda Nabila³⁾, Sugiyanto⁴⁾

¹⁾ Pamulang University, Banten, Indonesia

E-mail: ^{a)} Augievio06@gmail.com

^{b)} duwilestariolin@gmail.com

^{c)} nabiladungcik@gmail.com

^{d)} dosen00495@unpam.ac.id

Abstract: This research aims to identify the influence of product quality and service quality on the purchasing decisions of Tuku Emerald Bintaro Coffee. The study utilizes a quantitative method and employs the statistical program SPSS with a sample of 102 respondents selected through non-probability sampling techniques. The results indicate that both product quality and service quality have a significant impact on customer purchasing interest. The implications of this research can serve as a reference for Tuku Emerald Bintaro Coffee Shop in enhancing product and service quality to significantly influence purchase decisions and customer loyalty.

Keywords: Product Quality, Service Quality, Purchase Decision

INTRODUCTION

The food and beverage industry in Indonesia is rapidly growing, with numerous new business ideas emerging, leading to intense competition. Therefore, a stronger strategy is needed to compete with existing competitors. Since the onset of the COVID-19 pandemic, new habits have emerged, such as the increasing trend of WFC (work from cafe), where people conduct their work in cafes. This has led to a proliferation of cafe businesses, intensifying the competition among them.

Indonesia holds the first position in coffee consumption in Southeast Asia, reaching approximately 294,000 tons in 2019, with a 13.9% increase (Toffin & Mix, 2020). The production of Indonesian coffee increased by 100,000 bags by the end of 2019 (Rammanulloh, 2020). This surge is attributed to the growth of new large coffee shops that open hundreds of coffee containers as go shops at affordable prices. The fourth wave introduces various innovations, including milk coffee flavor innovation, simpler and more abundant digital shopping options, and marketing strategies leveraging innovative influencers, according to Toffin & Mix (2020).

The number of coffee shops in Indonesia has tripled in the last three years, from 1,083 outlets to 2,937 outlets, representing a 28% increase. Additionally, 39% of consumers

purchase coffee from coffee shops through online programs like Go Food and Grab Food, making coffee consumption a significant category in the food and beverage sector ordered through such programs, according to a study conducted in 2019 and observed to be high in June 2020 (Statistics, 2020).

In recent years, the coffee beverage industry has experienced rapid growth, with numerous coffee brands emerging and capturing buyers' interest. Therefore, every business must conduct market surveys to stay competitive with new brands and quickly identify suitable strategies and key factors influencing customer decisions.

Tuku Coffee, established in 2015, has a mission to promote local coffee beans and enhance local coffee production. Its first outlet opened in Cipete, and Tuku Coffee adopts a "coffee to go" theme to align with the lifestyle in the capital, where people buy coffee before heading to work or engaging in other activities. This lifestyle has become prevalent in the capital, and Tuku Coffee provides a solution for it.

Despite the increasing number of new brands, Tuku Coffee has managed to stand its ground. The purpose of this journal is to explore the factors influencing Tuku Coffee customers' decisions, allowing other food and beverage businesses to follow in the footsteps of Tuku's success.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Product Quality

According to Kotler and Armstrong (2014:11) in Gunawan B.G., and Widoadmodjo, S (2022), Product Quality is the ability to perform its functions, including overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. According to Feigenbaum, translated by Marwanto (2015:152), Product Quality is the combination of product characteristics from marketing, engineering (planning), manufacturing (production), and maintenance that make the product used meet customer expectations. Meanwhile, according to Kotler and Keller (2016:164), Product Quality is a product's ability to deliver results or performance that meets or exceeds customer expectations.

Based on the opinions of these experts, it can be concluded that Product Quality is the combination of product characteristics from marketing, engineering (planning), manufacturing (production), and maintenance that makes the product used meet customer expectations.

The dimensions of product quality, according to Mullins, Orville, Larreche, and Boyd (2005:422), consist of Performance (related to the basic operational characteristics of a product), Durability (the lifespan of a product before replacement), Conformance to specifications (how well the product meets standards or lacks defects), Features (additional characteristics designed to enhance product function or consumer appeal), Reliability (the probability that the product will work satisfactorily within a specific time period), Aesthetics (related to the product's appearance), and Perceived Quality (often considered the result of indirect measurements due to the possibility that consumers may not understand or lack information about the product in question).

According to Kotler (1995, in Lembang and Sugiono, 2010), there are three indicators of product quality:

1. Taste

Good taste involves consumers' assessment of the flavor of the product offered by the company. Products from well-known brands are usually perceived as higher quality and assured in taste compared to less-known brands.

2. Product Features

The feature dimension includes additional characteristics or features that complement the basic benefits of a product. Features are optional for consumers. If the main benefits are standard, features are often added. The idea is that features can enhance product quality if competitors do not have them.

3. Durability

Durability indicates how long the product will last. The longer the durability, the more durable the product is perceived to be. Durable products are perceived as higher quality compared to products that quickly wear out or need frequent replacement.

Service Quality

According to Arianto (2018:83), Service Quality can be defined as focusing on meeting needs and requirements, and timely fulfilling customer expectations. Service Quality applies to all types of services provided by the company when customers are present in the company. According to Kotler and Keller (2016:143), "quality is the completeness of features of a product or service that has the ability to provide satisfaction to a need."

There are service quality indicators consisting of five dimensions, as mentioned by Zeithaml, Parasuraman & Berry (in Hardiansyah 2011:11, in Antonius Along 2020:94-95):

1. Tangibles
Physical evidence (Tangible) is the physical facility that must be present in the service process shown by the provider in various forms. The tangible appearance provided will significantly determine satisfaction from service users.
2. Reliability
Reliability includes the ability to provide promised services accurately and the ability to be trusted, especially providing services on time, in the same way as promised, without errors each time.
3. Responsiveness
The ability to provide timely and responsive service, ensuring that the service provided runs smoothly, thus fostering a positive perception of the quality of the service provided.
4. Assurance
In providing services, good ethics must always be considered, so that the recipients feel attended to, thus instilling trust and confidence in customers by applying courtesy and skills in providing information.
5. Empathy
Empathy in service is the extra attention, seriousness, sympathy towards customer needs.

Purchase Decision

Kotler and Armstrong (2014:30) state that purchase decision is a phase of the decision-making process where consumers actually buy a product, with several stages that consumers go through before deciding to purchase a product. According to Schiffman and Kanuk (2015), purchase decision is a consumer process involving the selection of goods/services from two or more available options. Meanwhile, according to Tjiptono (2016:21), consumer purchase decision is a process in which consumers recognize a problem and seek information about a specific product or brand.

Based on the opinions of experts mentioned above, it can be concluded that purchase decision is a consumer process influenced by several factors that direct consumers to make decisions about purchasing and consuming goods/services.

According to Kotler and Keller (2016:195) in Gunawan, B. G., & Widoadmodjo, S. (2022), there are five stages in the purchase decision process:

1. Problem Identification
The purchase process begins with an unresolved problem or need felt by the consumer. Consumers prepare the difference between the desired situation and the current situation as a trigger for their decision-making. Consumers may have felt and experienced this need long before.
2. Information Search
Consumers who have identified their needs are driven to seek additional information. The extent of the search will depend on the driving force, the amount of available information, the ease of providing additional information value, and satisfaction in receiving that information.
3. Alternative Evaluation

The consumer's alternative evaluation process is cognitively oriented, meaning that consumers form product reviews primarily based on awareness and relationships.

4. Purchase Decision

In the evaluation stage, consumers form preferences between brands in the selection process. When aware of the purchase intention, consumers can make five partial decisions: Brand, location, time, payment method, and quantity.

5. Post-Purchase Behavior

It is a function of the match between product expectations and perceived performance. If performance does not meet consumer expectations, consumers are disappointed; if it meets consumer expectations, consumers are satisfied, and if it exceeds expectations, consumers are very satisfied. Post-sale campaigns: If consumers are satisfied, they may want to buy the product again. Satisfied customers also tend to say good things about the product.

According to Kotler and Keller (2016:195) in Gunawan, B. G., & Widoadmodjo, S. (2022), indicators in Purchase Decision are:

1. Confidence in a product

It is a decision made by consumers, after considering various supporting information for decision-making.

2. Buying habits of a product

It is one's own experience in buying a product or close people such as parents, siblings, and friends in using a product.

3. Recommending to others

It is the delivery of positive information to others, making others interested in buying.

4. Repeat purchase

It is a continuous repeat purchase after consumers feel comfortable with the received product.

Coffee Shop

According to Atmodjo (2005, in A. Firdaus Putrayudha 2020), a coffee shop is a shop that provides processed coffee and snacks. However, with its development, coffee shops now offer heavy meals. A coffee shop is known as a place to enjoy coffee with various non-alcoholic beverages and some snacks and heavy meals.

A coffee shop is a restaurant that originally only provided a place for quick coffee and tea consumption. However, due to the complex and endless needs of customers, the development of coffee shops has evolved into what it is today. Coffee shops are also equipped with facilities that can make people comfortable, such as Wi-Fi, live music, television, charging plugs, reading books, and a comfortable and relaxed interior design.

Research Hypothesis

H1: Is there a significant influence between product quality and purchase decision for Tuku brand coffee among consumers?

H2: Is there a significant influence between service quality and purchase decision for Tuku brand coffee among consumers?

METHODS

In this study, the method employed is a quantitative method. According to (Vainderstoep and Johnston, 2009: 165-166) in M. Firmansyah and I Dewa Ketut Yudha (2021), the quantitative method assumes that knowledge is "out there," where knowledge must be discovered in the form of tangible (physical) reality by the researcher. In contrast, qualitative knowledge is assumed to be a result of constructed understanding, sourced from communication and interaction. Therefore, knowledge is not referred to as being "out there," but rather as the perception and interpretation of individuals or, in short, knowledge is constructed or created by society, thus termed the social construction of reality.

The researcher aims to determine the level of relationship between variables X and Y. By understanding the degree of the relationship between these variables, the researcher can develop them according to the research objectives. This study utilizes primary data obtained through questionnaires directly given to respondents and secondary data, which includes supporting information from previous research. The unit of analysis in this study is consumers at Tuku Emerald Coffee Shop.

In this research, the independent variables are Product Quality (X1) and Service Quality (X2). The dependent variable in this study is the Purchase Decision (Y) of Tuku Emerald Bintaro Coffee. The measurement scale used is the Likert scale, which ranges from very positive to very negative. The researcher employs a five-point scale, namely: Strongly Agree, Disagree, Neutral, Disagree, and Strongly Disagree.

RESULT AND DISCUSSION

Based on the data collected through questionnaires given to customers of Tuku Emerald Bintaro Coffee Shop as respondents, the characteristics of each customer can be identified. This is done with the hope that this information can provide input for Tuku Emerald Bintaro Coffee Shop in formulating marketing strategies that align with the coffee business in the future.

The characteristics/identities of respondents are based on gender, age, occupation, monthly income, and frequency of visits in a month. Based on the characteristics of respondents by gender, the majority of Tuku Emerald Bintaro Coffee Shop respondents are female, with 72 respondents or 66.1%, and male respondents amount to 37 or 33.9%. The higher number of female respondents is because women visit or become customers at Tuku Emerald Bintaro Coffee Shop more frequently. Then, based on the respondents' educational background, those with high school education have a percentage of 55.0% or 60 respondents. Furthermore, respondents with a Diploma Four (D4)/Bachelor's degree account for 37.6% or 41 respondents, respondents with a Doctoral degree account for 1.8% or 2 respondents, and those with a Master's degree account for 5.5% or 6 respondents. Based on these results, it can be concluded that the dominant education level of Tuku Emerald Bintaro Coffee Shop customers is high school.

Regarding the characteristics of respondents who reside in Tangerang, they account for 37.60% or 41 respondents. Meanwhile, respondents residing in Jakarta account for 34.9% or 38 respondents, those in Bogor account for 5.5% or 6 respondents, those in Bekasi account for 1.8% or 2 respondents, those in Depok account for 17.4% or 19 respondents, those in Surabaya account for 0.9% or 1 respondent, and those in Tangsel account for 1.8% or 2 respondents. Based on these results, it can be concluded that the majority of Tuku Emerald Bintaro Coffee Shop customers reside in Tangerang.

In terms of the age characteristics of respondents, those aged 21-30 years account for 67.0% or 73 respondents, respondents under 20 years old account for 22.9% or 25 respondents, respondents aged 31-40 years account for 9.2% or 10 respondents, and respondents over 41 years old account for 0.9% or 1 respondent. Based on these results, it can be concluded that the majority of Tuku Emerald Bintaro Coffee Shop customers are aged 21-30 years.

Looking at the occupation characteristics of respondents, those working as students account for 77.1% or 84 respondents. Then, respondents working as private employees account for 11.0% or 12 respondents, those working as entrepreneurs account for 10.1% or 11 respondents, those working as employees account for 0.9% or 1 respondent, and those working as housewives account for 0.9% or 1 respondent. Based on these results, it can be concluded that the majority of Tuku Emerald Bintaro Coffee Shop customers work as students.

Analyzing the characteristics of respondents based on their monthly income, those with a monthly income of Rp1,500,000 - Rp2,000,000 account for 29.4% or 32 respondents. Furthermore, respondents with a monthly income >Rp500,000 - Rp1,000,000 account for 23.9% or 26 respondents, those with an income <Rp500,000 account for 22.9% or 25

respondents, those with an income of Rp2,500,000 - Rp3,000,000 account for 16.5% or 18 respondents, and those with an income >Rp3,000,000 account for 7.3% or 8 respondents. Based on these results, it can be concluded that Tuku Emerald Bintaro Coffee Shop customers mostly have a high school education level because of the affordable prices.

Examining the characteristics of the frequency of consuming coffee in a month, it is known that respondents who consume above 3 times account for 35.8% with 23 people, those who consume coffee 3 times account for 21.1% with 39 people, those who consume coffee 2 times account for 27.5% with 30 people, and those who consume coffee 1 time in a month account for 15.6% with 17 people.

There are three variables that will be analyzed in this study, namely product quality (X1), service quality (X2), and purchase decision (Y). The assessment of each research variable can be seen from the average values. The data collected from the distribution of questionnaires to guests regarding the level of service quality and processed using the SPSS version 23 program. The calculation results are as follows:

The Recapitulation of Mean Values for the Service Quality Variable.

Table 1.
Average Product Quality Variable (X1)

<i>Descriptive Statistics</i>					
Statement	N	Min	Max	Mean	Information
1. I buy Tuku Emerald Bintaro coffee, because the coffee taste is very strong and has its own characteristics	109	2	5	4.33	Very Suitable
2. "I buy Tuku Emerald Bintaro coffee because it has a varied menu."	109	1	5	3.87	Suitable
3. "I buy Tuku Emerald Bintaro coffee because it has a different taste from other coffee shop brands."	109	2	5	4.29	Very Suitable
4. "I buy Tuku Emerald Bintaro coffee because its non-coffee menu has a unique and delicious taste."	109	1	5	3.86	Suitable
5. "I buy pastries from Tuku Emerald Bintaro coffee shop because they taste delicious."	109	1	5	3.99	Suitable
6. "I buy Tuku Emerald Bintaro coffee because its packaging is attractive."	109	1	5	3.97	Suitable
7. "I buy Tuku Emerald Bintaro coffee because its packaging is easy to carry anywhere."	109	1	5	4.26	Very Suitable
8. "I buy Tuku Emerald Bintaro coffee because its logo design is simple and casual, making it easy to remember."	109	1	5	4.28	Very Suitable
9. "I buy Tuku Emerald Bintaro coffee as a small gift for friends."	109	1	5	4.03	Suitable
10. "I buy Tuku Emerald Bintaro coffee because its quality lasts a long time (does not expire quickly)."	109	2	5	3.98	Very Suitable
11. "I buy Tuku Emerald Bintaro coffee because its taste remains unchanged even after being left untouched for several hours at room temperature."	109	1	5	4.11	Suitable
12. "The coffee aroma in Tuku Emerald Bintaro coffee remains noticeable even when combined."	109	2	5	4.25	Very Suitable
Valid N (listwise)				4.10	

Source: Primary Data Processing Result, 2023

In this study, the product quality variable uses 12 statements that cover the assessment of product quality at Tuku Emerald Bintaro Coffee Shop. Based on the characteristics of respondent answers in the table above, it is known that for each statement regarding product quality at Tuku Emerald Bintaro Coffee Shop, the average ranges from 3.41 to 4.20, indicating that each statement corresponds to the appropriate points. Meanwhile, the total average for the product quality variable is 4.10. This indicates that the product quality of Tuku Emerald Bintaro coffee is suitable for purchasing decisions.

The highest average (mean) is obtained from the statement 'I buy Tuku Emerald Bintaro coffee because its taste is very strong and has its own characteristics' (mean value X1.1 is 4.33). This indicates that respondents perceive that Tuku Coffee Shop has a very strong coffee taste and unique characteristics.

The lowest average (mean) is obtained from the statement 'I buy Tuku Emerald Bintaro coffee because its non-coffee menu has a unique and delicious taste' (mean value is 3.86). This indicates that respondents believe that the non-coffee menu does not yet have a unique and delicious taste.

Recapitulation of Mean Values for the Service Quality Variable (X2)

Table 2.
Average Service Quality Variable (X2)

<i>Descriptive Statistics</i>					
Statement	N	Min	Max	Mean	Information
1. Tuku Emerald Bintaro Coffee Shop employees serve customers promptly.	109	3	5	4.42	Very Suitable
2. Employees at Tuku Emerald Bintaro Coffee Shop explain the menu clearly.	109	2	5	4.32	Suitable
3. Tuku Emerald Bintaro Coffee Shop employees can provide services according to customer needs.	109	2	5	4.42	Very Suitable
4. The payment process at Tuku Emerald Bintaro Coffee Shop is fast due to responsive cashier staff.	109	2	5	4.33	Suitable
5. Tuku Emerald Bintaro Coffee Shop employees inform or offer the available promotions at Tuku Emerald Bintaro Coffee Shop.	109	2	5	4.11	Suitable
6. Tuku Emerald Bintaro Coffee Shop employees are responsive in explaining products/menus unknown to customers.	109	2	5	4.31	Suitable
7. Employees at Tuku Emerald Bintaro Coffee Shop offer adjustable condiments (coffee measurement, caramel sauce measurement, ice cube measurement, etc.) according to customer preferences.	109	2	5	4.36	Very Suitable
8. As a buyer at Tuku Emerald Bintaro Coffee Shop, I feel safe and comfortable during transactions.	109	3	5	4.50	Very Suitable
9. I always receive a receipt after purchasing products from Tuku Emerald Bintaro Coffee Shop.	109	3	5	4.57	Very Suitable
10. Tuku Emerald Bintaro Coffee Shop employees have good communication skills.	109	2	5	4.43	Very Suitable

11. Tuku Emerald Bintaro Coffee Shop employees can listen to customer complaints effectively.	109	2	5	4.28	Very Suitable
12. Tuku Emerald Bintaro Coffee Shop employees greet/smile at customers coming or going from the shop.	109	1	5	4.28	Very Suitable
13. Tuku Emerald Bintaro Coffee Shop employees serve customers friendly.	109	3	5	4.36	Very Suitable
14. Tuku Emerald Bintaro Coffee Shop employees can respect their customers.	109	3	5	4.47	Very Suitable
15. The appearance of Tuku Emerald Bintaro Coffee Shop employees is very neat and clean.	109	2	5	4.40	Very Suitable
16. The condition of the room and tables for customers at Tuku Emerald Bintaro Coffee Shop is tidy and clean.	109	2	5	4.40	Very Suitable
17. Tuku Emerald Bintaro Coffee Shop sells a complete menu.	109	2	5	4.23	Suitable
Valid N (listwise)					4.36

Source: Primary Data Processing Result, 2023

In this study, the service quality variable uses 17 statements that cover the assessment of service quality at Tuku Emerald Bintaro Coffee Shop. Respondent answer characteristics based on Table 43 show that for each statement of service quality at Tuku Emerald Bintaro Coffee Shop, the average is between 4.21-5.00, indicating that each statement corresponds very well. Meanwhile, the total average of the service quality variable is 4.36. This indicates that the service quality of Tuku Emerald Bintaro coffee is very suitable for purchasing decisions.

The highest average (mean) is obtained from the statement that I always get a receipt after buying Tuku Emerald

Bintaro Coffee (mean value X2.9 is 4.57). This shows that respondents perceive that Tuku Coffee Shop always provides receipts to buyers. The lowest average (mean) is obtained from the statement that respondents think that employees at Tuku Emerald Bintaro Coffee Shop inform or offer promotions well (mean value is 4.11). This indicates that respondents believe that employees at Tuku Emerald Bintaro Coffee Shop have not informed or offered promotions well.

Summary of Mean Value Recapitulation for Purchase Decision Variable (Y)

Table 3.
Average Purchase Decision Variable (Y)

<i>Descriptive Statistics</i>				
Statement	N	Min	Max	Mean Information
1. I prefer to buy Tuku coffee over other brands because its taste is consistently delicious.	109	1	5	4.09 Suitable
2. I am confident that Tuku coffee maintains the quality of its taste to be the same every day.	109	3	5	4.36 Very Suitable
3. I often buy Tuku coffee, almost every day.	109	1	5	3.22 Quite Suitable

4. Buying Tuku coffee has become a habit before I leave for the office or start other activities.	1091	5	3.23	Quite Suitable
5. I would recommend Tuku coffee to my colleagues.	1091	5	4.14	Suitable
6. I will post about the deliciousness of Tuku coffee on my social media so that others are also interested in buying it.	1091	5	3.70	Suitable
7. I am one of the loyal customers of Tuku coffee.	1091	5	3.70	Suitable
8. I will always consider Tuku coffee as the first option when I want to have coffee.	1091	5	3.75	Suitable
Valid N (listwise)			3.77	

Source: Primary Data Processing Result, 2023

In this study, the variable of purchasing decision employs 8 statements encompassing the assessment of purchasing decisions at Kopi Tuku Emerald Bintaro. Respondent answer characteristics based on Table 44 reveal that for each statement regarding purchasing decisions at Kopi Tuku Emerald Bintaro, the average falls between 3.41-4.20, indicating that each statement aligns with the points. Meanwhile, the total average of the purchasing decision variable is 3.77. This indicates that the purchasing decision at Kopi Tuku Emerald Bintaro aligns with the quality of products and services.

The highest average (mean) is obtained from the statement that I believe Kopi Tuku Emerald Bintaro maintains the quality of its product taste to remain consistent every day (Y.2 mean value of 4.36). This suggests that respondents perceive that Kopi Tuku always maintains the quality of the product taste to remain consistent every day.

The lowest average (mean) is obtained from the statement that respondents think they often buy Kopi Tuku almost every day (mean value of 3.22). This indicates that respondents do not frequently purchase Kopi Tuku every day.

Correlation Coefficient Test Results (R)

The correlation coefficient is used to determine the closeness of the relationship between two or more variables and to identify the direction of the relationship. According to Sugiyono (2017:184), the guidelines for interpreting the correlation coefficient are as follows:

- 0.00 – 0.199 = very low
- 0.20 – 0.399 = low
- 0.40 – 0.599 = moderate
- 0.60 – 0.799 = strong
- 0.80 – 1.000 = very strong

Table 4.
Table Correlation Coefficient

		Rata_X1	Rata_X2	Rata_Y
Rata_X1	Pearson Correlation	1	.789**	.274**
	Sig. (2-tailed)		0	0.004
	N	196	109	109
Rata_X2	Pearson Correlation	.789**	1	.236*
	Sig. (2-tailed)	0		0.014
	N	109	109	109
Rata_Y	Pearson Correlation	.274**	.236*	1

	Sig. (2-tailed)	0.004	0.014	
	N	109	109	109

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

Source: Primary Data Processing Result, 2023

Based on the correlation analysis with Pearson correlation, it can be observed that the correlation value between the variable of product quality (mean X1) and purchasing decision (mean Y) is 0.274, and the correlation value between the variable of service quality (mean X2) and purchasing decision (mean Y) is 0.236. These correlation values indicate that the correlation or relationship between the two variables is positive and strong. The product quality variable has a strong relationship with the purchasing decision variable. Additionally, the service quality variable also has a strong relationship with the purchasing decision.

Coefficient of Determination Test Results

The coefficient of determination (CD) is used to calculate the percentage contribution of the simultaneous influence of independent variables on the dependent variable. The testing criteria are:

- $r^2 = 0$, then there is no percentage contribution of influence given by independent variables to the dependent variable.
- $r^2 = 1$, then the percentage contribution of influence given by independent variables to the dependent variable is perfect, or the variation in independent variables used in the model explains 100% of the variation in the dependent variable.

Table 5.
Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.276a	0.076	0.059	0.08248

a Predictors: (Constant), Rata_X2, Rata_X1

Source: Primary Data Processing Result, 2023

The coefficient of determination (R2) value indicates a less favorable result. This suggests that the regression model built has not shown the best fit, and the coefficient of determination value is still relatively low. The R2 value of 0.076 or 7.6% indicates that the independent variables, namely product quality and service quality, can explain the purchasing decision variable by 7.6%, while the remaining 92.4% is unexplained. Therefore, for further research, it may be necessary to add other variables that can represent the dependent variable.

Multiple Linear Regression

Analysis Two tests were conducted: the F-test and the t-test. These tests are used to determine whether the independent variables can collectively influence the dependent variable simultaneously.

Table 6.
F-test

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.

1	Regression	0.059	2	0.03	4.36	.015b
	Residual	0.721	106	0.007		
	Total	0.78	108			

a Dependent Variable: Rata_Y
 b Predictors: (Constant), Rata_X2, Rata_X1

Source: Primary Data Processing Result, 2023

The simultaneous test using the F-test reveals that the p-value (significance) is less than 0.05. This indicates the acceptance of H1, meaning that there is one product quality variable that significantly influences the purchasing decision. Subsequently, in the regression analysis, the main objective is to determine the individual influence of each independent variable through hypothesis testing, namely the t-test.

Table 7.
t-test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.647	0.073		49.929	0
	Rata_X1	0.035	0.023	0.233	1.53	0.129
	Rata_X2	0.009	0.027	0.052	0.344	0.731

a Dependent Variable: Rata_Y

$$Y = 3,647 + 0.35 + 0.09$$

Source: Primary Data Processing Result, 2023

Based on the table above, hypothesis testing can be conducted as follows: The influence of product quality on variable X is known to have a p-value (significance) that indicates a value greater than the significance level, thus revealing that the product quality variable significantly affects the purchasing decision.

CONCLUSIONS

Based on the data processing and analysis regarding the 'Influence of Product Quality and Service Quality on Purchase Decisions' with 109 predetermined respondents in this study, the following conclusions can be drawn based on the regression model:

1. From the respondent's explanations about the Product Quality at Kopi Tuku Emerald Bintaro, it can be concluded that the Product Quality can be categorized according to the mean value of the Product Quality variable, which is 4.10. This indicates that respondents generally agree with the assessment indicators of Product Quality at Kopi Tuku Emerald Bintaro.
2. From the respondent's feedback on the Service Quality at Kopi Tuku Emerald Bintaro with a mean value of 4.36, categorized as very suitable. This indicates that respondents strongly agree with the assessment indicators of Service Quality at Kopi Tuku Emerald Bintaro.
3. From the explanation of respondent's feedback on Purchase Decisions at Kopi Tuku Emerald Bintaro, it can be concluded that Purchase Decisions can be categorized according to the mean value of the Purchase Decision variable, which is 3.77. This

indicates that respondents generally agree with the assessment indicators of Purchase Decisions at Kopi Tuku Emerald Bintaro.

4. Based on the correlation analysis with Pearson correlation, it can be observed that the correlation value between the product quality variable (mean X1) and the purchase decision variable (mean Y) is 0.274, and the correlation value between the service quality variable (mean X2) and the purchase decision variable (mean Y) is 0.236. These correlation values indicate a positive correlation and a strong relationship between the two variables. The product quality variable has a strong relationship with the purchase decision variable. Additionally, the service quality variable also has a strong relationship with the purchase decision.

REFERENCE

- Along, A. (2020). Kualitas Layanan Administrasi Akademik di Politeknik Negeri Pontianak. *Jurnal Ilmiah Administrasi Publik*, 6(1), 94-99.
- Arianto, N., & Difa, S. A. (2020). Pengaruh kualitas pelayanan dan kualitas produk terhadap minat beli konsumen pada PT Nirwana Gemilang Property. *Jurnal Disrupsi Bisnis*, 3(2).
- Bahar, A., & Sjahrudin, H. (2017). Pengaruh kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen dan minat beli ulang.
- Darmansah, A., & Yosepha, S. Y. (2020). Pengaruh Citra Merek Dan Persepsi Harga Terhadap Keputusan Pembelian Online Pada Aplikasi Shopee Di Wilayah Jakarta Timur. *Jurnal Inovatif Mahasiswa Manajemen*, 1(1), 15-30.
- Farizalloh, M. (2021). Pengaruh Brand Ambassador, Kualitas Produk dan Kreativitas Iklan Terhadap Keputusan Pembelian di *E-Commerce* Shopee pada Mahasiswa STIE Mahardhika Surabaya (*Docyotal Dissertation, STIE Mahardhika Surabaya*).
- Firdaus Putrayudha, Andhika (2020). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Konsumen Kedai Kopi (*Doctoral dissertation, Universitas Siliwangi*).
- Firmansyah, M., & Masrun, M. (2021). Esensi Perbedaan Metode Kualitatif Dan Kuantitatif. *Elastisitas-Jurnal Ekonomi Pembangunan*, 3(2), 156-159.
- Gunawan, B. G., & Widoadmodjo, S. (2022). Pengaruh Kualitas Produk, Kualitas Layanan, dan Kepuasan Konsumen terhadap Loyalitas Konsumen pada Kopi Tuku di Tangerang dan Jakarta Barat. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 6(2), 172-177.
- Hamada nofita putri, Pengertian Variabel Penelitian Menurut Para Ahli, *voccasia* 2022.
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Latief, A. (2018). Analisis pengaruh produk, harga, lokasi dan promosi terhadap minat beli konsumen pada warung wedang jahe (Studi Kasus Warung Sido Mampir di Kota Langsa). *Jurnal Manajemen Dan Keuangan*, 7(1), 90-99.
- Lembang, R. D., & Sugiono, S. (2010). Analisis pengaruh kualitas produk, harga, promosi, dan cuaca terhadap keputusan pembelian teh siap minum dalam kemasan merek teh botol sosro (Studi Kasus Pada Mahasiswa Fakultas Ekonomi S1 Reguler II Universitas Diponegoro) (*Doctoral dissertation, Perpustakaan Fakultas Ekonomi UNDIP*).
- Napitu, R., Sriwiyanti, E., & Munthe, R. N. (2022). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Di Toko Miyukie Florist Pematangsiantar. *Jurnal Ekonomi Integra*, 12(2), 154-165.
- Sampoerna University, Variabel Bebas dan Terikat adalah: Pengertian dan Contoh, 2022.
- Sugiyanto, S. (2022). The effect of the audit opinion, financial distress, and good corporate governance on audit delay. *Keberlanjutan : Jurnal Manajemen dan Jurnal Akuntansi*, 7(1), 72-82

