

# THE INFLUENCE OF PRODUCT QUALITY TOWARD PURCHASE DECISION BASED ON CONSUMER PERCEPTION

(Consumer Survey at Kopi Toko Djawa, Bandung)

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***Abstract**---This research aims to examine the product quality to purchasing decisions based on consumer perceptions. This research uses quantitative research methods with the object is taken from the consumer of Kopi Toko Djawa. The sampling technique used in this research is a random sample technique. Based on results that product quality has an influence on purchasing decisions based on consumer perception is 85.5%. This shows that the better quality of the product, the better the purchasing decision..*

***Keyword**---Bandung, Consumer Perception, Kopi Toko Djawa, Product Quality, Purchase Decision.*

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## I. Introduction

Coffee in Indonesia we have known since our ancestors has exists even become a culture in Indonesian society for a long time. Many people think coffee is a native commodity of Indonesia, but the fact is coffee is not. Coffee plants originating from Ethiopia which then spread by the Arabs to penetrate the European and Asian markets. Coffee entered Indonesia during the Dutch colonial period which invaded and launched the Cultivation System.

Drinking a cup of coffee in a coffee shop is now a new trend. The growth of modern coffee outlets is soaring high in various regions. The number of coffee shops and coffee outlets in Indonesia has doubled in the last five years. Not without reason, the increase in the number is accompanied by a cultural change in consuming coffee. Apart from the many assumptions that coffee shops are just a trend, in fact the 'drinking coffee' at coffee shops and coffee shops has become a new habit in this modern era.

Bandung is a city with creative people, which is we can meet coffee shops in almost all corners of the city of Bandung. With the unique and creative concepts from the design of the place concept and the concept of its coffee offerings.

The concept of a coffee shop in Bandung has its own uniqueness as an attraction. For coffee menu variants, coffee shop in Bandung always has creative ideas. Almost every coffee shop in Bandung has its own signature drinks, for example coffee from lemon, syrup coffee, soda coffee, iced milk coffee and others. There is something interesting from one of the coffee shops in Bandung, namely Kopi Toko Djawa which presents the uniqueness that are various types of coffee and the layout of the shop is also very interesting.

Kopi Toko Djawa, a coffee shop that was a bookstore. Now, that has turned into a coffee shop. Interestingly, the books that used to exist in this store, do not necessarily just disappear. The books become a characteristic of this coffee shop. On each table there are several books that can be read by visitors, ranging from novels to history books. The coffee shop, which was established three months ago, has two mainstay menus, namely Kopi Toko Djawa and Kopi Awan. Kopi Toko

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Djawa is cold milk coffee mixed with palm sugar, while cloud coffee is cold milk coffee mixed with creamy foam (Siregar, 2018).

The growth of coffee shop business until the end of 2019 is predicted to reach 15% -20%, an increase compared to 2018 which only reached 8% -10%. Chairman of the Specialty Coffee Association of Indonesia (SCAI), Syafrudin said, currently the contribution of coffee shops to the absorption of domestic coffee production reached 25% -30%. The number is predicted to continue to rise to 35% -40% by the end of this year. (Zuhriyah, 2019).

This is supported by Adi Taroepratjeka's statement in the media Liputan 6, the increased level of coffee consumption is also inseparable from the lifestyle of urban people who like to gather. From these two factors, you could say the prospect of a coffee shop business in the future is still very promising. However, is this really going to last for a long time or is it just a trend that will last a few years? (Hens, 2018).

Coffee business consultant Ron Prasanto said that this shows that the coffee shop business is in a bubble situation. People think opening a coffee shop is easy, but in reality many coffee shops close in just 3-6 months of operation. "People don't understand that there are a lot of detailing about the coffee shop business. There are still many people who think their business is just given the water of coffee, it's finished," said Ron. The details of the coffee shop business that must be considered, Ron continued, included the temperature of the water when brewing coffee, the proportion of coffee and water, chemical elements in water, the origin of coffee, to the coffee production process. All of these factors greatly affect the quality of a cup of coffee that will be served to customers. As a consultant, he suggested that the owner, first take is consider about the details and set a target market from the start. Based on his experience, many prospective coffee businesses want to have a fancy coffee shop but are reluctant to invest in quality equipment and human resources (Mutiah, 2018).

Based on the above, the coffee businessman must prioritize product quality, so customers remain loyal to buy the product despite the exposure of new coffee shops. This is in accordance with Kotler and Armstrong (2012 : 347) states that product quality is the product's ability to perform its functions which consist of durability, reliability, accuracy, ease, operation, and other attributes. Product quality is an assessment of a product whether it meets the expectations of consumers or not. If the company wants to develop and reap huge profits, the thing to do is to adopt the concept of quality.

Based on the description above the authors are interested in conducting research on product quality to purchasing decisions. In the delivery of appropriate information and good product quality, so the company can try to prepare strategies and complete all the opportunities and possibilities that will occur.

## II. Literature Review

The purchase decision is a reason about how consumers make choices about the purchase of a product that suits their needs, desires and expectations, so that it can cause satisfaction or dissatisfaction with the product which is influenced by several factors including family, price, experience, and product quality (Mustafid & Gunawan, 2008).

There are several indicator of consumer decisions are as follows according to Mustafid & Gunawan (2008):

1. Product

Consumers can make decisions to buy a product or use the money for other purposes. The company focuses on people who are interested in buying a product and alternative considerations.

2. Brand

Consumers must make decisions about which brands to buy. Each brand has its own differences. In this case the company must know how consumers choose a brand.

### 3. Distributor

Consumers must make decisions about which distributor to visit. Each consumer is different in terms of determining the distributor, due to the location factor that is close, the price is cheap, a complete inventory of goods, the convenience of shopping, or the breadth of the place and so forth.

### 4. Time of Purchase

Consumer decisions in choosing the time of purchase can be different, for example there are those who buy every day, once a week, once every two weeks or once a month.

### 5. Amount of Purchase

Consumers can make decisions about how many products to buy at one time. Purchases may be more than one. In this case, the company must prepare more products according to the different desires.

### 6. Payment Method

Consumers make decisions about which payment method to choose from several alternatives that fit the conditions available to buy a product.

According to Kotler and Armstrong (2015: 253) states that the definition of product quality is: "Product quality is the characteristics of product or service that bear on its ability to satisfy stated or implied customer needs". Meanwhile, according to Mowen (2012: 61) product quality states that it is: "The overall evaluation process to customers for improving the performance of a product."

According to David Garvin in Fandy Tjiptono (2016: 134) states that product quality has eight dimensions, are as follows:

1. Performance, is the main operating characteristic of the core product purchased.
2. Features, is a secondary or complementary characteristic.
3. Reliability, is a small possibility of damage or failure to use.
4. Conformance to Specification, is the fulfillment of design and operating characteristics to predetermined standards.
5. Durability, that is related to how long the product can be used.
6. Serviceability, include speed, competence, comfort, convenience, repair, and handling complaints satisfactorily.
7. Esthetics, is the appeal of the product to the five senses.
8. Perceived Quality, is the image and reputation of the product as well as corporate responsibility.

## III. Methods

In this research using quantitative research methods, according to Sugiyono (2012 : 23) said quantitative methods because the research data in the form of numbers and analysis using statistics.

The population is taken from the list of consumer data that comes to that place. And consumer data is taken within a week of visit, the average consumer who comes is about 150 consumers. To determine the number of samples in this study, the author refers to the opinion of Suharsimi Arikunto (2006 : 134) which states that "For estimates, then if the subject is less than 100 it is better to take all so that the research is population research, then if large numbers can be taken between 10 -15% or 20-25% or more". Based on that calculation, the author takes 20% of the total population ( $20\% \times 150 = 30$ ). Then the respondents in this study were 30 consumers.

Test and determine the effect of independent variables on the dependent variable (Ghozali, 2013) using the t distribution, which is to compare t counts with t tables with a significant level of 5%. Hypothesis testing criteria  $H_0$  is accepted if  $t_{arithmetic} < t_{table}$  at  $\alpha = 5\%$ ,  $H_0$  is rejected if  $t_{arithmetic} > t_{table}$  at  $\alpha = 5\%$ .

#### IV. Results and Discussion

##### 1. Consumer Perceptions about Product Quality

Table 1: Recapitulation of Consumer Perceptions about Product Quality

No	Indicators	Items	Score	Average Score
1	<i>Performance</i>	2	254	127
2	<i>Features</i>	2	368	123
3	<i>Realibility</i>	1	119	119
4	<i>Conformance to Spesification</i>	2	260	130
5	<i>Durability</i>	2	257	128
6	<i>Serviceability</i>	1	121	121
7	<i>Estethica</i>	3	370	123
8	<i>Perceived Quality</i>	1	133	133
<b>Total</b>		14	1882	134

Source: Data Processing (2020)

Based on the data above, the consumers' perception of product quality has an average value of 134, which is included in the "Very Good" category which means consumers' perceptions that product quality is very important that must be considered. The quality of the product is seen from 8 indicators namely performance, features, reliability, conformance to specifications, durability, serviceability, estethica and perceived quality.

Of the eight indicators, the highest indicator value is perceived quality. This indicates that consumers think that the image or reputation of the product is very good. This means that Kopi Toko Djawa is able to explain the product according to consumer expectations, not too low or not too high. They are aware of their own strength, which is to package the product with the atmosphere of the shop that is in accordance with the market segmentation among young people. So that from the taste of the product to the interior design of the shop was adjusted to the taste of young people who are more focused on not only the quality of coffee but a comfortable place to gather at once. And make an instagrammable place to be published on their social media.

While the lowest indicator value is the reliability indicator. This indicates doubtful consumer perceptions about the possibility of coffee quality will be disturbed or changed. This can happen if there is a change in the barista so that the taste given will be different and no longer in accordance with consumer expectations. In addition, due to intense competition with the number of new coffee shops that are open, there is a risk that consumers will switch. This is an obstacle to maintain or be consistent in the quality of the product.

##### 2. Consumer Perceptions about Purchase Decision

Table 2: Recapitulation of Consumer Perceptions about Purchase Decision

No	Indicators	Items	Score	Average Score
1	Product	3	389	130
2	Brand	3	372	124
3	Distributor	3	368	123
4	Time of Purchase	2	215	108
5	Amount of Purchase	3	358	119
6	Payment Method	3	380	127
<b>Total</b>		17	2082	123

Source: Data Processing (2020)

Based on the data above, the consumers' perception of purchasing decisions has an average value of 123 in the "Good" category with 6 indicators as follows: product, brand, distributor, time of purchase, amount of purchase, and payment method. This means that on average all of these indicators have a good perception of consumers.

The indicator that has the maximum value is the product choice. This indicates that consumers of Kopi Toko Djawa are of the opinion that their products are indeed fit for consumption. The coffee available at Kopi Toko Djawa is considered to have an acceptable taste among young people in accordance with their target market and has different characteristics from its competitors. In addition, the diversity of products is quite a lot. Kopi Toko Djawa provides many menu choices, especially the coffee menu with a variety of unique names. And also they do not rule out the layout of the store itself which makes consumers very comfortable to be in the coffee shop.

While the indicator that has a minimum value is the number of purchases. This is likely because the target market is young people still in school and college, most of which are still supported by parents' money, so buying coffee at a selling price of Rp 20,000 is still rather expensive. So they rarely buy coffee. In addition, many new coffee shops have sprung up, making consumers, especially young people who tend to want to try new things, move to other competitors so they can reduce the number of purchases.

### 3. The Influence of Product Quality to Purchase Decision

Table 3: Linear Regression Calculation Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.925 <sup>a</sup>	.855	.850	4.03134	.855	164.792	1	28	.000

a. Predictors: (Constant), VARX

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.925 <sup>a</sup>	.855	.850	4.03134	.855	164.792	1	28	.000

b. Dependent Variable: VARY

Based on the table above it is known that the linear regression results above that product quality has an influence of 85.5% on purchasing decisions. This shows that the better the quality of the product, the better the purchase decision.

Quality products are products that are in accordance with the needs and desires of consumers so that motivate consumers to make purchasing decisions for these products. This is supported by the theory according to Kotler and Armstrong (2012: 347) which states that product quality is the ability of the product to perform its functions consisting of durability, reliability, accuracy, ease, operation, and other attributes. Product quality is an assessment of a product whether it meets the expectations of consumers or not. If the company wants to develop and reap huge profits, the thing to do is to adopt the concept of quality.

The above is also supported by previous research from Munawaroh (2011) and Apriyani (2017) which states the results of his research that product quality has an influence on purchasing decisions.

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