

MARKETING STRATEGY OF KOPI JANJI JIWA AGAINST PURCHASING DECISION AT PONDOK UNGU PERMAI BEKASI OUTLET

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Abstract– *This research aim to determine the influence of product, price, promotion, and place on purchase decision at Kopi Janji Jiwa Pondok Ungu Permai Bekasi. This research uses primary data with the dissemination of questionnaires. The population of this research is the people who have shopped at Kopi Janji Jiwa Pondok Ungu Permai Bekasi Store. The sample in this study contained 100 respondents using purposive sampling. The analysis of this research data uses validity test, reliability test, partial and multiple determination coefficient analysis, and hypothesis testing using SPSS version 25.0. The results indicate that the Product variable partially affects the Purchase Decision, the Price variable partially affects the Purchase Decision, the Promotion variable partially affects the Purchase Decision, the Place variable partially affects on Purchase Decision and simultaneously it can be said that the Product, Price, Promotion, and Place influence Purchasing Decision.*

Key Words: *Product, Price, Promotion, Place and Purchase Decision*

I. INTRODUCTION

The globalization era has influenced many individuals, starting from the mindset, technology, education, and even lifestyle. Individuals now have different lifestyles from one another, many things are needed to meet the standard of life for each individual. Many people in big cities spend time outside the home just looking for entertainment or refreshing.

With activities carried out by individuals outside the home, this makes the culinary place the main destination for gathering, just eating, and even chatting with friends. One of the culinary businesses that is rampant is the beverage business which is experiencing rapid progress, as seen

from the proliferation of beverage businesses in big cities such as Jakarta, Bandung, Surabaya and other big cities.

One of them is a business in the industry coffee shop, which is one of the industries in Indonesia and this business is quite attractive to business people, including in Bekasi City. Competition in the business world encourages business actors to continue to innovate, make efficiency and effectiveness in their business.

Table 1. Sales Data of Coffee Kopi Janji Jiwa Pondok Ungu Permai Bekasi

Period	Number of Cups Sold
15 January 2020 – 14 February 2020	9.372 Cups
15 February 2020 – 14 March 2020	5.479 Cups

Source: Internal Data of Kopi Janji Jiwa Pondok Ungu Permai Bekasi

The data above shows sales data from Kopi Janji Jiwa Pondok Ungu Permai Bekasi in the period January 15 to March 14, 2020. It can be seen that in the January 15 to 14 February 2020 period sales were 9,372 cups, but in the period 15 February to 14 March 2020 sales decreased. at 5,479 cups.

The right marketing strategy will be very important for business actors in order to remain competitive and become a choice for consumers. To win business competition, it is necessary to have an effective marketing strategy. SWOT analysis is used to find out the strengths and weaknesses of the company as well as opportunities and threats that can arise from outside the company in order to determine the right marketing strategy for the company to use, and also to see in terms of marketing factors. In this case is the marketing mix, namely product, price, promotion, and place.

The increasing competition for coffee shops in Indonesia has made the writer interested in researching one of the well-known coffee shops, namely Kopi Janji Jiwa, because it has managed to open a total of 700 outlets in 2019 since it was first established in 2018. With the brand Janji Jiwa getting bigger, it is currently on average. -The average sales in each outlet are around 6,000 to 7,000 cups per month or a total of 5 million cups per month. This figure has jumped rapidly compared to the first time Janji Jiwa opened an outlet at ITC Kuningan in mid-2018, with an average sales of 600 cups per month (source: entrepreneur.bisnis.com). Another reason the writer is interested in doing research with the Kopi Janji Jiwa brand is that the writer wants to know what marketing strategies must be applied so that the Janji Jiwa brand is more salable in the market and becomes the leader for the coffee shop market.

II. LITERATURE REVIEW

2.1. Review

The first research conducted by Erlan Geofanny with the title Factors Influencing Consumers in Coffee Purchase Decisions (Case Study: Bumi Kayom Langit Senja Coffee Salatiga) (2020). This study aims to determine the effect of lifestyle, price, place, promotion, product quality, and gender on consumer purchasing decisions at Langit Senja Coffee. The variables used in this study are lifestyle (X_1), price (X_2), place (X_3), promotion (X_4), product quality (X_5), gender (X_6), and

purchasing decisions (Y). This type of research uses quantitative descriptive. The sample method used was purposive sampling of 40 samples. This study uses multiple regression analysis tools. Based on the results of the analysis, it can be concluded that the variables of lifestyle, price, and gender have a significant effect on purchasing decisions, while place, promotion, and product quality have no significant effect on consumer purchasing decisions at Langit Senja Coffee.

The second research conducted by Arief Satriansyah with the title Marketing Mix Factors Affecting Consumers on Product Purchasing Decisions at Consumers Starbucks Coffee (2019). This study aims to determine how much influence the product, price, place and promotion have on consumer purchasing decisions for Starbucks Coffee in the city of Bogor. The variables used in this study are product (X_1), price (X_2), place (X_3), promotion (X_4), and purchase decision (Y). The research method used is a survey method with a sample size of 100 people. The sampling technique is non-probability sampling, namely judgment sampling. The analytical method used is the method of correlation analysis and multiple regression. The results showed that both partially and jointly the product, price, place, and promotion factors had a significant influence on product purchasing decisions. The higher the level of influence of the product, price, place and promotion, the stronger the influence of product purchasing decisions.

The third research conducted by Lita Aroffu and Budiyanto with the title Effect of Product Quality, Price, and Promotion on Purchasing Decisions at Canoe Coffee And Bistro (2019). This study aims to determine the effect of product quality, price, and promotion on purchasing decisions at Canoe Coffee and Bistro Surabaya. The variable used in this research is product quality (X_1), price (X_2), promotion (X_3) and purchase decision (Y). The number of samples used was 100 respondents. The sampling technique used non-probability sampling techniques, namely accidental sampling. The data analysis technique used in this research is multiple linear regression analysis method. From the results and discussions that have been done, it can be concluded that the variables of product quality, price, and promotion have a positive and significant effect on purchasing decisions.

The fourth research conducted by Anis Paradilah and Budhi Satrio was entitled The Influence of Price, Location and Store Atmosphere on Purchasing Decisions of Coffee Toffee MERR Surabaya (2018). This study aims to determine the effect of price, location and store atmosphere on purchasing decisions at Coffee Toffee MERR Surabaya. The variables used in this study are price (X_1), location (X_2), shop atmosphere (X_3), and purchase decision (Y). The population used is consumers who come and make purchases at Coffee Toffee MERR Surabaya with a total sample of 98 respondents. This study uses primary data and data collection methods are carried out by distributing questionnaires. The results of multiple linear regression have a positive relationship between price, location and shop atmosphere with purchasing decisions. The classical assumption test used has met the specified criteria. The feasibility test of the model shows that this model is feasible to use and the t test shows that the price, location and atmosphere of the store have a significant effect on purchasing decisions.

The fifth research conducted by Rini Ardista and Arviana Wulandari with the title Analysis of the Effect of Price, Location and Lifestyle on Purchasing Decisions (2020). This study aims to determine how much influence location, price, and lifestyle have on purchasing decisions at Kereey Kedai Kopi, Jakarta. The variables used in this study are location (X_1), price (X_2), lifestyle (X_3) and purchasing decisions (Y). The number of samples used was 100 respondents through questionnaires. This type of research is survey research with a quantitative approach. The results showed that the price variable (X_1) partially had a significant effect on purchasing decisions (Y). The location variable (X_2) partially has a significant effect on purchasing decisions (Y). Lifestyle variable (X_3) partially has a significant effect on purchasing decisions (Y). The location variable (X_1), price (X_2), and lifestyle (X_3) simultaneously have a significant effect on the purchasing decision variable (Y).

The sixth research conducted by Nooraini Mohamad Sheriff et al., Entitled Coffee Marketing: What Matters to Coffee Drinkers? (2016). Aims to prove the influence of marketing strategies on the purchase of local instant coffee. A two-tier sampling approach was used. Simple Random Sampling was used in the first stage to select a local BA instant coffee distributor. Furthermore Judgmental sampling was carried out to select 150 local instant coffee consumers in the Klang Valley. The data is processed with correlation and regression analysis to determine the relationship and influence of marketing strategies on the purchase of local BA instant coffee. It was revealed that the product strategy had the greatest influence on BA local instant coffee consumer purchases.

The seventh research conducted by Sirirat Saesio with the title Factors Affecting Buying Decision of Pearl Milk Tea in Bangkok (2016). This study aims to study consumer behavior in purchasing pearl milk tea decisions, to study the effect of marketing mix (4P) on consumer purchasing decisions for pearl milk tea, and to find overall trends in pearl milk tea business. This study uses a quantitative approach with 400 respondents. The results showed that the marketing mix (4P) has an influence on purchasing decisions at the company.

The eighth research conducted by Fabiano Bento de Sa et al., Entitled Attributes Considered By Coffee Consumers During Their Buying Decision Process: A Study Using Factorial Analysis (2017). This study aims to identify, categorize and evaluate the attributes that consumers consider in making coffee purchasing decisions. This study used a descriptive and quantitative survey with 459 coffee consumers conducted in Belo Horizonte, MG, Brazil. The results of this study are the product features have the highest average value and are the most important in the consumer purchasing decision process. The second most relevant factor is Brand and tradition, which have an average of 6.85. Among its attributes, the brand that respondents usually buy and become a traditional brand is considered more important than being a premium brand. The third most important factor is the Environment, which averages 6.71, and the two attributes represent similar averages. The fourth most important factor is availability and supply which averaged up to 6.08.

2.2. Theory Basis

1. Definition of Marketing

According to Kotler and Keller (2016: 27) Marketing is a social process where individuals and groups get what they need and want to create, offer, and freely exchange products and services of value with others.

Marketing according to Hasan (2013: 4) is the process of identifying, creating and communicating value, and maintaining satisfying customer relationships to maximize company profits.

2. Definition of Marketing Mix

According to Alma (2012: 205), marketing mix is a strategy to interfere with marketing activities, so that the maximum combination is sought so as to produce satisfactory results.

According to Kotler and Keller (2016: 47), various marketing activities become a marketing mix tool of four broad types, which he calls the 4Ps of marketing: product, price, place, and promotion.

3. Products

Kotler and Keller (2016: 389) state that a product is anything that can be offered to the market to satisfy wants or needs, including physical goods, services, experiences, events, people, places, property, organizations, information, and ideas. A product according to Sudaryono (2016: 206), is something that can be offered to the market to be noticed, owned, used, or consumed so

that it can satisfy customer wants and needs. According to Kotler and Armstrong (2016: 62) product indicators are as follows:

- a. Product Diversity, namely the availability of all types of products ranging from large quantities, conformity to tastes and desires, and the availability of products offered to consumers, so that consumers do not feel bored or run out of choices for the products offered.
- b. Quality, is the ability of a product to demonstrate its function as a weapon to beat competitors and gain profits for the company.
- c. Features, are characteristics of a product or service offered by a company to consumers by providing added value as a differentiator from its competitors.
- d. Guarantee, made by the company to alleviate consumer losses if later consumers are not satisfied with a product or service that has been paid for.
- e. Services, which are actions or activities that can be offered by one party to another, are basically intangible and do not result in any ownership.

4. Price

According to Kotler and Armstrong (2016: 345) price is an amount of money that is billed for a product or service or the amount of value exchanged by consumers to benefit from owning or using a product or service. According to the definition of Tjiptono (2012: 17) states that price is a monetary or other measure including goods and services that are exchanged for ownership, using as ownership rights for goods and services. According to Kotler and Armstrong (2012: 314) prices can be measured by the following indicators:

- a. Affordability of prices. Consumers can reach the price set by the company. There are usually several types of products in one brand and the prices also differ from cheapest to most expensive.
- b. Price according to ability over price competitiveness. Consumers often compare the price of a product with other products. In this case, the high price of a product is considered by consumers when buying the product.
- c. Price compatibility with product quality. Price is often used as an indicator of quality for consumers, people often choose a higher price between 2 goods because they see a difference in quality.
- d. Price match for benefits. Consumers decide to buy a product if the benefits felt are greater or equal to what has been spent to get it.



5. Promotion

According to Kotler and Armstrong (2016: 63) promotion is an activity that conveys the benefits of a product and persuades consumers to buy it. According to Hermawan (2013: 38), promotion is one of the priority components of marketing activities that inform consumers that companies are launching new products that tempt consumers to make purchases. According to Kotler and Armstrong (2016: 62) indicators of promotion are as follows:

- a. Advertising, is a presentation or promotion of an idea, product or service by a clear and identifiable producer to carry out a promotion.
- b. Personal Selling, is a process of helping or persuading one or more prospects to buy goods or services or make a direct sale on each idea through the use of an oral presentation process to consumers.
- c. Sales Promotion, is a media and non-media marketing communication that is used for a predetermined time, and is limited to increasing demand for consumers, stimulating market demand or increasing the availability of a product.
- d. Public Relations, is stimulation of a paid supply core for a product, service or business unit by planting an important news story or a profitable presentation in the media.

6. Place

According to Kotler and Keller (2016: 47) place or location is a company activity so that its target customers can easily find products. This means that the distribution channel or place variable does not only emphasize the location of the company, whether it is easy or not to reach that location. The strategic location of the company is the key to the company's ability to attract consumers.

Hurriyati (2015: 56) argues that location is a place of service, related to where the company must pack and carry out its operations or activities. According to Kotler and Armstrong (2016: 62) indicators in a place or distribution channel are as follows:

- a. Channel, is channeling or delivering goods or services from producers to consumers.
- b. Market Coverage, is how much market reach is carried out by the producer or company.
- c. Grouping is an important thing that companies must do to make it easier for consumers to choose a product.
- d. Location, the purpose of the location here is the place where the product or service is offered to consumers.
- e. Inventory, is a stock of a product offered by producers to consumers.

7. Purchasing Decisions

According to Kotler and Armstrong (2016: 177) defines purchasing decisions as part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires. .

According to Fandy Tjiptono (2012: 156), purchasing decisions are based on information about the advantages of a product compared to other products that are arranged in such a way as to create a pleasant feeling that will change a person to make a purchase decision.

There are six indicators of purchasing decisions according to Kotler and Keller (2012: 479), including the following.

- a. Product Choice. Consumers will determine the products to be purchased and of course these products have value for them. Therefore the company must know what products consumers want.
- b. Brand Choice. Consumers determine which brand to buy, because each brand has its own differences or characteristics of each. Companies must know how consumers choose a brand.
- c. Dealer Choice. Each customer has a difference in determining a supplier, but consumers must make a decision about which dealer to visit. The difference in determining the distributor is caused by several factors, including the factor of close location, cheap herga, complete inventory, shopping convenience and space.
- d. Purchase Timing. In making purchase decisions, consumers have different purchase times.
- e. Purchase Amount. Consumers can make decisions to buy how many products they will buy at a time. Purchases made by consumers may be more than one type of product, therefore the company must prepare the number of products according to the different desires of each buyer.
- f. Payment method. Currently, the aspects that influence purchasing decisions are not only cultural, environmental, and family aspects. Technological aspects also affect consumers in making purchasing decisions, this technology is used in the purchase transaction process which makes it easier for consumers to make transactions wherever consumers are.

2.3. Hypothesis Development

Based on the formulation of the problems in this study, the hypotheses proposed in this study are:

1. It is suspected that there is a product influence on the purchase decision of Janji Jiwa Coffee at Pondok Ungu Permai Bekasi Outlet.
2. It is suspected that there is a price influence on the purchase decision of Janji Jiwa Coffee at Pondok Ungu Permai Bekasi Outlet.
3. It is suspected that there is a promotional influence on the purchase decision of Janji Jiwa Coffee at Pondok Ungu Permai Bekasi Outlet.
4. It is suspected that there is a place influence on the purchase decision of Janji Jiwa Coffee at Pondok Ungu Permai Bekasi Outlet.
5. It is suspected that there is an effect of product, price, promotion, and place on the purchase decision of Janji Jiwa Coffee at Pondok Ungu Permai Bekasi Outlet.

III. RESEARCH METHODS

Research Strategy

The form of research used in this thesis is an associative research with a quantitative approach. This research has the highest level compared to descriptive and comparative because this research can build a theory that can function to explain, predict and control a symptom.

According to Sugiyono (2015: 14), quantitative research methods are research methods based on the philosophy of positivism, used to examine specific populations or samples, sampling techniques are generally carried out randomly, data collection using research instruments, quantitative / statistical data analysis with the aim of testing the hypothesis that has been set.

Research Population

According to Sugiyono (2015: 55), population is a generalization area consisting of objects that have certain quantities and characteristics that are determined by the researcher to be studied and then draw conclusions. The population in this study are people of people who have shopped at Kopi Janji Jiwa at Pondok Ungu Permai Bekasi outlets.

Research Sample

According to Sugiyono (2015: 56), the sample is part of the total characteristics of the population. Sampling in this study using purposive sampling. According to Sugiyono (2015: 85) purposive samplingsampling is a technique with certain considerations.

The sample in this study were people who had shopped at Kopi Janji Jiwa at Pondok Ungu Permai Bekasi outlets with a minimum of 2 shopping times. To determine the number of samples that will be used in the study, the Roscoe theory is used. According to Roscoe (Sugiyono, 2015: 131), the appropriate sample size in research is 30 to 500, besides that if the research will carry outanalysis multivariate (correlation or regression), the number of sample members is at least 10 times the variable under study.

Based on the points above, the minimum sample size in this study is 50 because it has 5 variables. However, in this study, 100 respondents will be used so that the accuracy of the questionnaire can be better.

Data Collection Method

This research uses quantitative data because the researcher wants to analyze the factors of purchasing decisions. Quantitative data is data that can be measured on a scale *numericnumeric* or. The data source used in this research is primary data. Primary data is data obtained directly from data sources, recorded for the first time and is directly related to the problem under study. Primary

data is obtained through a questionnaire (list of statements) distributed and attended by respondents according to a calculated sample and arranged based on predetermined variables.

IV. RESEARCH RESULTS

4.1. Validity Test

In testing this validity test, researchers used a sample of 100 respondents in which the r_{value} from the value distribution table was 0.195 with a significance level of 5%. This test uses the SPSS version 25 program, the item is said to be valid when the result *Pearson Correlation* is greater than the r_{table}

Table 2. Instrument Validity per item for Products (X_1)

Question Number	R_{value}	r_{table}	Decision
1	0.749	0.195	VALID
2	0.681	0.195	VALID
3	0.781	0.195	VALID
4	0.630	0.195	VALID
5	0.735	0.195	VALID

Source: Processed Data 2020

Table 3. Instrument Validity per item for Price (X_2)

Question Number	R_{value}	r_{table}	Decision
6	0.627	0.195	VALID
7	0.717	0.195	VALID
8	0.678	0.195	VALID
9	0.735	0.195	VALID

Source: Processed Data 2020

Table 4. Instrument Validity per item for Promotion (X_3)

Question Number	R_{value}	r_{table}	Decision
10	0.781	0.195	VALID
11	0.722	0.195	VALID
12	0.558	0.195	VALID
13	0.783	0.195	VALID

Source: Processed Data 2020

Table 5. Instrument Validity per item for Place (X_4)

Question Number	R _{value}	r _{table}	Decision
14	0.648	0.195	VALID
15	0.735	0.195	VALID
16	0.788	0.195	VALID
17	0.674	0.195	VALID
18	0.522	0.195	VALID

Source: Processed Data 2020

4.2. Reliability Test

In testing this reliability test the researcher used a sample of 100 respondents which aims to determine the extent to which the measuring device can be trusted. It is said to be reliable when the result from Cronbach's Alpha has a result of more than 0.60 (reliability standard). By processing data on Product, Price, Promotion, Place, and Purchase Decisions variables, the following results are obtained:

Table 6. Result of Reliability Test

No.	Variable	Cronbach's Alpha	Reliability Standard	Information
1.	Product	0.764	0.60	RELIABEL
2.	Price	0.622	0.60	RELIABEL
3.	Promotion	0.683	0.60	RELIABEL
4.	Place	0.702	0.60	RELIABEL
5.	Purchase Decision	0.788	0.60	RELIABEL

Source: Processed Data 2020

Based on the test results above, it can be seen that all variables (x1, x2, x3, and Y) have Cronbach's Alpha results greater than 0.60. So it can be concluded that all items are reliable.

4.3. Statistical Data Analysis

1. Partial Correlation Coefficient Analysis

Table 7. Product Correlation Coefficient with Purchasing Decisions
Correlations

Control Variable			Product (X1)	Purchase Decision (Y)
Price (X2), Promotion (X3) & Place	Product	Correlation	1.000	.171
		Significance (2-tailed)	.	.095
		df	0	95
	Purchase Decision	Correlation	.171	1.000
		Significance (2-tailed)	.095	.

(X4)		df	95	0
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Source: Processed Data 2020

Based on the results of the table above, the partial correlation coefficient between X_1 and Y is 0.171. Therefore the coefficient of product determination on purchasing decisions is calculated as follows:

$$\begin{aligned} KD_{y1.234} &= (r_{y1.234})^2 \times 100\% \\ &= 0,171^2 \times 100\% \\ &= 2,92\% \end{aligned}$$

Based on the results of the above calculations, the result is 2.92%, which can be concluded that the effect of the product on purchasing decisions is 2.92% and the remaining 97.08% is influenced by other variables.

Table 8. Price Correlation Coefficient with Purchasing Decisions
Correlations

Control Variabel			Price (X2)	Purchase Decision (Y)
Product (X1), Promotion (X3) & Place (X4)	Price	Correlation	1.000	.175
		Significance (2-tailed)	.	.087
		df	0	95
	Purchase Decision	Correlation	.175	1.000
		Significance (2-tailed)	.087	.
		df	95	0

Source: Processed Data 2020

Based on the results of the above table the results obtained partial correlation coefficient between X_2 to Y at 0.175. Therefore the value of the coefficient of price determination on purchasing decisions is calculated as follows:

$$\begin{aligned} KD_{y2.134} &= (r_{y2.134})^2 \times 100\% \\ &= 0,175^2 \times 100\% \\ &= 3,06\% \end{aligned}$$

Based on the results of the above calculations, the result is 3.06% which can be concluded that the effect of price on purchasing decisions is 3.06% and the remaining 96.94% is influenced by other variables.

Table 9. Promotion Correlation Coefficient with Purchasing Decisions
Correlations

Control Variabel			Promotion (X3)	Purchase Decision (Y)
Product (X1), Price (X2), & Place (X4)	Promotion	Correlation	1.000	.140
		Significance (2-tailed)	.	.171
		df	0	95
	Purchase Decision	Correlation	.140	1.000
		Significance (2-tailed)	.171	.
		df	95	0

Source: Processed Data 2020

Based on the results of the table above, the partial correlation coefficient between X₃ and Y is 0.140. Therefore the value of the coefficient of price determination on purchasing decisions is calculated as follows:

$$\begin{aligned} KD_{y3.124} &= (r_{y3.124})^2 \times 100\% \\ &= 0,140^2 \times 100\% \\ &= 1,96\% \end{aligned}$$

Based on the results of the above calculations, the result is 1.96% which can be concluded that the effect of promotion on purchasing decisions is 1.96% and the remaining 98.04% is influenced by other variables.

Table 10. Place Correlation Coefficient with Purchasing Decisions
Correlations

Control Variabel			Place (X4)	Purchase Decision (Y)
Product (X1), Price (X2) & Promotion (X3)	Place	Correlation	1.000	.417
		Significance (2-tailed)	.	.000
		df	0	95
	Purchase Decision	Correlation	.417	1.000
		Significance (2-tailed)	.000	.
		df	95	0

Source: Processed Data 2020

Based on the results of the table above, it is obtained that the partial correlation coefficient between X₄ and Y is 0.417. Therefore the coefficient of determination of Place on Purchase Decisions is calculated as follows:

$$\begin{aligned} KD_{y3.124} &= (r_{y3.124})^2 \times 100\% \\ &= 0,417^2 \times 100\% \\ &= 17,38\% \end{aligned}$$

Based on the results of the above calculations, the result is 17.38% which can be concluded that the effect of place on purchasing decisions is 17.38% and the remaining 82.62% is influenced by other variables.

2. Multiple Correlation Coefficient Analysis

Table 11. Multiple Correlation Coefficient
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830 ^a	.689	.676	1.529

a. Predictors: (Constant), Place, Product, Promotion, Price

Source: Processed Data 2020

Based on the table above, the results obtained from the calculation of multiple correlation coefficients between X₁, X₂, X₃, X₄ against Y and can be calculated as follows:

$$\begin{aligned} KD_{y1234} &= (r_{y1234})^2 \times 100\% \\ &= 0,830^2 \times 100\% \\ &= 68,89\% \end{aligned}$$

The coefficient of determination of Product, Price, Promotion, and Place simultaneously affects the Purchasing Decision by 68.89%. It can be concluded that the effect of product, price, promotion, and place determination on purchasing decisions is 68.89% and the remaining 31.11% is influenced by other variables.

4.4. Hypothesis testing

T-test results

Partial testing (T test) is to determine whether the independent variables individually have an influence or not on the dependent variable. It is said to be influential if it has a significant value <0.05 and the hypothesis is accepted. It can also be seen from the comparison of t count with t table, the hypothesis is accepted if $t > t$ table.

Tabel 12. Hypothesis Results Partially Coefficients^a

	Model	T	Sig.
1	(Constant)	.677	.500
	Product	3.240	.002
	Price	2.138	.035
	Promotion	3.222	.002
	Place	4.534	.000
a. Dependent Variable: Purchase Decision			

Source: Processed Data 2020

Based on the provisions of statistical analysis of the t test, the hypothesis is rejected if t count $< t$ table and vice versa. With $df = tcount = t(a / 2; nk-1) = t(0.05 / 2; 100-4-1) = (0.025; 95) = 1.98525$ and sig $\alpha 0.05$, the test results obtained partial as follows:

1. Effect of Product (X1) on Purchasing Decisions (Y)
Based on the table 4.20, it can be seen if the partial calculation results obtained $tcount > ttable$ or $3.240 > 1.98525$ with a significance of $0.002 < 0.05$. This can prove that partially there is a significant effect between products on purchasing decisions.
2. The Effect of Price (X2) on Purchasing Decisions (Y)
Based on table 4.20 it can be seen if the partial calculation results obtained $tcount > ttable$ or $2.138 > 1.98525$ with a significance of $0.035 < 0.05$. This can prove that partially there is a significant influence between price on purchasing decisions.
3. The Effect of Promotion (X3) on Purchasing Decisions (Y)
Based on table 4.20, it can be seen if the partial calculation results obtained $tcount > ttable$ or $3.222 > 1.98525$ with a significance of $0.002 < 0.05$. This can prove that partially there is a significant influence between promotions on purchasing decisions.
4. The Influence of Place (X4) on Purchasing Decisions (Y)
Based on table 4.20, it can be seen if the partial counting results obtained $tcount > ttable$ or $4.534 > 1.98525$ with a significance of $0.000 < 0.05$. This can prove that partially there is a significant influence between places on purchasing decisions.

F Test Results

This test is used to determine whether the independent variable has an influence or not on the dependent variable. This test is done by comparing $f_{count} > f_{table}$. It is known that the calculation of $F_{table} = f(k; n-k)$, $f = (4; 100 - 4)$, $f_{table} = (4; 96) = 2.47$ with an error rate of 5%. The following is the F test conducted by the researcher:

Tabel 4.18. Anova Products, Prices, Promotions and Places with Purchase Decisions.

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	491.691	4	122.923	52.598	.000 ^b
	Residual	222.019	95	2.337		
	Total	713.710	99			
Dependen Variable: Purchase Decision						
Predictors: (Constant), Place, Product, Promotion, Price						

Source: Processed Data 2020

Based on the results of the calculation of the table above using SPSS 25.0, it is found that the value of $f_{count} > f_{table}$ or $52,598 > 2.47$ with a significance of $0.000 < 0.05$. This proves that together (simultaneously) there is an influence between the product, price, promotion, and place on purchasing decisions. With the conclusion that H_0 is rejected and H_a is accepted.

V. CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the research results that have been described in the previous chapter, it can be concluded that:

1. The product has a significant effect on the purchasing decision of Kopi Janji Jiwa Pondok Ungu Permai Bekasi. This is because consumers have tastes and really pay attention to what they consume, so that products become an important aspect in considering purchasing decisions for consumers.
2. Price has a significant effect on the purchasing decision of Kopi Janji Jiwa Pondok Ungu Permai Bekasi. This is because consumers have various levels of income, so they tend to choose to buy a product that is affordable for them, this makes price also an important aspect of consumer purchasing decisions.
3. Promotion has a significant effect on the purchasing decision of Kopi Janji Jiwa Pondok Ungu Permai Bekasi. This is because consumers are interested in various kinds of promotions carried out by Kopi Janji Jiwa Pondok Ungu Permai Bekasi both on social media and in online motorcycle taxi applications. An attractive promotion can make consumers decide to buy a product.
4. Place has a significant effect on the purchasing decision of Kopi Janji Jiwa Pondok Ungu Permai Bekasi. This is because the place or location of Kopi Janji Jiwa Pondok Ungu Permai Bekasi is in a busy area and is passed by many people. In addition, a comfortable place is also a reason for consumers to buy products.
5. Product, price, promotion, and place together have a significant effect on the purchasing decision of Kopi Janji Jiwa Pondok Ungu Permai Bekasi. This is because these variables can influence the thoughts and desires of consumers to decide to buy the product Kopi Janji Jiwa Pondok Ungu Permai Bekasi.

Suggestions

Based on the research results, the researchers recommend the following suggestions:

1. For product variables, we recommend that Kopi Janji Jiwa Pondok Ungu Permai Bekasi make more variants or types of drinks so that consumers can choose what they like, it will also make the market reach even wider.
2. For variable prices, it is recommended that Kopi Janji Jiwa Pondok Ungu Permai Bekasi make more choices of sizes such as small, medium, and large with different prices according to size. This will make consumers have many options and do not feel burdened by the price of Kopi Janji Jiwa Pondok Ungu Permai Bekasi.
3. For promotional variables, it is better if the Kopi Janji Jiwa Pondok Ungu Permai Bekasi promotes more vigorously such as increasing the number of promos on online motorcycle taxi applications and so on, this has proven to be able to influence consumer decisions to buy products at Kopi Janji Jiwa Pondok Ungu Permai Bekasi.
4. For variable places, it is better if Kopi Janji Jiwa Pondok Ungu Permai Bekasi provides more facilities such as board or card games, so that consumers will feel at home for a long time at the Pondok Ungu Permai Bekasi Coffee Janji Jiwa. It also makes consumers decide to buy products at Kopi Janji Jiwa Pondok Ungu Permai Bekasi.

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