THE INFLUENCE OF PRICE PERCEPTION,QUALITY OF SERVICE AND WORD OF MOUTH ON PURCHASE DECISIONS
(Study at Starbucks Coffee Gambir Station)

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Abstract

This study aims to determine the direct effect of prices perception on purchasing decisions, service quality on purchasing decisions and word of mouth on purchasing decisions on Gambir Station Starbucks Coffee products. The research strategy used is associative strategy. The population in this study is Starbucks Coffee Gambir Station consumers. Samples taken as many as 100 respondents who are consumers who buy Starbucks Coffee products when visiting Gambir Station. The sampling technique used was simple random sampling with a data collection instrument in the form of a questionnaire. This study uses the calculation method using the Statistical Product and Service Solutions (SPSS 20.0) program. The results of the study concluded price perception has a positive effect on purchasing decisions. Quality of service has a positive effect on purchasing decisions and word of mouth also has a positive effect on purchasing decisions. Therefore the price perception, service quality and word of mouth had a positive effect on purchasing decisions on Starbucks Coffee Gambir Station products.

Keywords: Price Perception, Service Quality, Word Of Mouth, Purchasing Decision.

I. PRELIMINARY

Starbucks Coffee as one of the leading coffee shop brands has many competitors that move and produce the same results, namely coffee as its main brand, some of its competitors are Maxx Coffee, The Coffee Bean & Tea Leaf, Excelso, Carribou Coffee, Anomali Coffee and J.CO Coffee . From these competitors, there are several things that are used as a comparison by the general public, the most important thing is about price, many outside people think that Starbucks has a much higher price than its competitors. Moreover, with the price adjustments made by Starbucks Coffee several months ago, consumers saw significant price differences, one of which was the increase in prices for coffee beans and some beverage products. Therefore,company.

Service quality is a unique phenomenon, because its dimensions and indicators can differ among the people involved in service. According to Tjiptono and Chandra (2012: 157), defining service quality is a measure of how good the level of service that can be provided is in accordance with customer expectations. The customer determines and assesses the extent to which these traits and characteristics meet their needs. Service quality refers to the level of service perfection in meeting the needs and demands of every consumer. From the above understanding it can be understood that the role of good

service quality is very important and very influential, without the existence of proper service the product will be less attractive to consumers.

The existence of a well-known coffee shop at Gambir Station such as Starbucks makes many eyes fixed on it, because seeing Starbucks Coffee as a well-known brand and is considered expensive by some people makes many people buy Starbucks Coffee products, not only is it a comfortable place, sufficient facilities adequate also makes Starbucks Coffee a conversation, especially at Gambir Station there is a standard coffee shop like Starbucks which can be used as a place to wait and chat for consumers who want to travel using train transportation. And with competitionamong other coffee shops In Indonesia, which is increasingly tight and consumers are faced with a large choice of coffee products and coffee shop brands, which increasingly require coffee shop owners to have a strategy to find and retain consumers. Companies are required to be able to develop strategies based on innovation in order to increase purchasing power and be able to build consumer perceptions of prices, service quality andword of mouth that bridges purchasing decisions.

Based on the above background, researchers are interested in conducting research on price perceptions that exist among consumers' thoughts about the products from Starbucks Coffee, as well as the services provided by Starbucks Coffee employees at Gambir Station and the existence of word of mouth about standardized coffee shops such as Starbucks Coffee is at Gambir Station.

II. LITERATURE REVIEW
2.1 Research Review

The first research was conducted by Rawaruntu and friends (2014). Increasingly fierce competition requires business people to maximize their performance through product quality, price and service quality in order to survive in business competition and be able to create customer satisfaction. The purpose of this study was to determine the effect of product quality, price, and service quality on user satisfaction of Cafe and Resto Cabana Manado. This type of research is associative research and analysis techniques using multiple linear regression. The results showed that product quality, price and service quality had a positive effect on user satisfaction of the Cafe and Resto Cabana Manado. Product quality has an effect but not significantly on user satisfaction. Price and service quality have a significant effect on user satisfaction. The management of Manado Cabana Cafe and Resto should improve product quality so that user satisfaction can always be fulfilled.

The second research was conducted by Hanjaya (2016). This study aims to determine the effect of product quality, product knowledge and menu diversity on purchasing decisions for Capra Latte products. Researchers conducted a preliminary survey of 10 respondents who were customers of Capra Latte products to determine the variables to be studied. The initial survey resulted in product quality, product knowledge and menu diversity as the independent variables and purchasing decisions as the dependent variable. This study uses a population of consumers of Capra Latte products who have bought more than once during the August 2014 – January 2015 period, while the sample in this study amounted to 55 people. The sampling technique in this study was purposive sampling in which subjects were selected based on the characteristics that were considered to have a relationship with certain criteria based on the research objectives. The data source used is through distributing questionnaires to respondents who meet the criteria for filling out the questionnaire. The questionnaire is a closed question with a five-point answer scale. In the questionnaire, variable measurement uses a Likert scale. With the independent variable product quality (X1), product knowledge (X2) and menu diversity (X3) and the dependent variable purchasing decisions (Y). The research

technique used is multiple linear regression analysis using the SPSS 22 application to process data. The results of the study showed that the product quality, Product knowledge and menu diversity simultaneously and partially have a positive influence on purchasing decisions made by consumers of Capra Latte products. The coefficient of determination in this study is 57.2%, which means that the dependent variable in this study can be explained by the independent variable of 57.2%, while the rest is influenced by other variables that are not carried out in this study.

The third research was conducted by Nugraha and friends (2015). This research is descriptive-verification type. The sampling technique used is incidental sampling with a sample size of 100 respondents. The data analysis technique used is multiple linear regression analysis with hypothesis testing using the R2 test, t test, and F test. This research is also assisted by the classical assumption test which consists of normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. From the statistical test results, it is known that product quality has a positive and significant effect on purchasing decisions with regression coefficient = 0.060, price has a positive and significant effect on purchasing decisions with a regression coefficient = 0.833,

The fourth research was conducted by Sejati and Aria (2016). This study aims to determine the effect of product quality, service quality, and price on purchasing decisions at Starbuck Coffee, Galaxy Mall Surabaya branch. The population used in this study are consumers who are in Starbucks Coffee, Galaxy Mall Surabaya Branch. The sampling technique uses accidental sampling, which is based on coincidence, which means that consumers who buy Starbucks Coffee products, with a total sample of 98 respondents obtained. The data analysis technique used in this study is the multiple linear regression method. The test results show that the variables of product quality, service quality, and price have a significant and positive influence on purchasing decisions. Based on the value of the partial determination coefficient, product quality is the variable that has a dominant effect on purchasing decisions. The indicator of product quality that has the greatest distribution is product diversity. This means that the better the product quality will have an impact on increasing purchasing decisions at Starbucks Coffee, Galaxy Mall Surabaya Branch. The product quality regression coefficient (KPR) is 0.765, indicating the direction of a positive relationship (unidirectional) between product quality and purchasing decisions, this indicates that the better the product quality, the purchasing decisions at Starbucks Coffee, Galaxy Mall Surabaya Branch will increase. Service quality regression coefficient (KPY) of 0.170, shows the direction of a positive relationship (unidirectional) between service quality and increasing purchasing decisions, this shows that the better the quality of service, the purchase decisions at Starbucks Coffee, Galaxy Mall Surabaya branch will increase. The price regression coefficient (HRG) is 0.178, indicating the direction of a positive relationship (unidirectional) between the price and the increase in purchasing decisions, this means that when the price is increased it will still increase consumer purchasing decisions at Starbucks Coffee, Galaxy Mall Surabaya Branch.

The fifth research was conducted by Ratela and Taroreh (2016). This study aims to determine the relationship strategy of differentiation, product quality, and price with the purchasing decision process at the Coffee Island Coffee House. The research method used is associative. The data analysis technique used is the correlation coefficient analysis. The population in this study were the visitors to the coffee island every day. The average daily visit is 40 customers. That means as many as 280 people per week. Thus, the population in this study was 280 people. Sampling in this study using the Slovin formula. The number of samples in this study were 75 respondents. Based on the research results, it

shows that there is a positive and significant relationship between the differentiation variable and the purchasing decision process. The variable of product quality with the purchasing decision process shows a positive and significant relationship. Meanwhile, the price variable with the purchase decision process shows a positive and significant relationship. The differentiation variables, product quality, and price together show positive and significant results.

The sixth study was conducted by Kioumas (2011). High product quality, service reliability and operations management are key factors in business growth and sustainability. Analyzing "The Starbucks Experience" is a pedagogical approach to reinforcing the concepts of quality control and management, service reliability, and efficient operations in action. The purpose of this paper is to demonstrate how providing high quality, reliable products and services at Starbucks has impacted its market share, productivity, and profitability. In turn, Starbucks has it enhancing the pace of this business by excelling in operations management. The approach taken is to research the early days at Starbucks to gain insight into what made Starbucks so successful and then use observational research to assess customer experiences at a specific Starbucks store in a city in the US state of Michigan. Sitting at this Starbucks store in a small downtown city and observing its operations and customer contact offers the opportunity to observe customers lining up baristas serving customers, check store layouts, and listen to conversations that reveal what customers like and dislike about the "Starbucks experience. . "Recommendations are made to improve operations. These areas are under management operations for companies that sell products and provide services. There are three reasons customers choose Starbucks: coffee, the people who serve the coffee, and the in-store experience.

The seventh research was conducted by Cristo and friends (2017). Customer satisfaction is the extent to which product or service responses meet buyer expectations. If the performance of the product or service is higher than the customer's expectation, the buyer will be satisfied. There are several factors that affect customer satisfaction such as price, service quality and physical environment. In early 2016 the Markobar cafe became famous, and now Markobar Café has opened several new braches in several cities in Indonesia and also in Manado. This study aims to determine the effect of price, service quality and physical environment on customer satisfaction at Markobar Café Manado. This type of research is multiple regression analysis and data were collected from 60 respondents Markobar Café Manado. This study shows that the simultaneous price, service quality and physical environment have a significant effect on customer satisfaction. Some of the service quality and physical environment have a significant effect on customer satisfaction and the price variable has no significant effect on customer satisfaction. Service quality and physical environment have contributed greatly to customer satisfaction, so managers must consider these two factors.

The eighth research was conducted by Janet and Johan (2018). Brand equity is an invisible brand value that can generate a premium price. Today, there are many coffee houses in Manado, whether they are traditional or modern. Each coffee house has its own popularity which makes the competition tighter day by day, including Starbucks which has high brand equity. This study aims to analyze the effect of brand equity on consumer purchasing behavior at Starbucks Manado Town Square (MTS). The research was conducted using quantitative methods, and processed using multiple regression analysis. Data were collected from 100 respondents. The results showed that all brand equity variables simultaneously influence consumer purchasing behavior at Starbucks MTS. Brand awareness, perceived quality, and brand loyalty have a significant and positive effect on consumer purchasing behavior at Starbucks MTS, while brand association has

no significant and positive effect on consumer purchasing behavior at Starbucks MTS. It is highly recommended that company management continue to develop brand equity so that Starbucks remains the main coffee house choice in consumers' minds. The R value is 0.839 which indicates a strong positive relationship between the independent and dependent variables. The value of R2 is 0.703, which means Brand Awareness, Brand Association, Perception Quality, Brand Loyalty affects Consumer Purchasing Behavior as the dependent variable as much as 70.3%, while the remaining 29.7% are other factors not included in this study. while brand association has no significant and positive effect on consumer purchasing behavior at Starbucks MTS. It is highly recommended that company management continue to develop brand equity so that Starbucks remains the main coffee house choice in consumers' minds. The R value is 0.839 which indicates a strong positive relationship between the independent and dependent variables. The value of R2 is 0.703, which means Brand Awareness, Brand Association, Perception Quality, Brand Loyalty affects Consumer Purchasing Behavior as the dependent variable as much as 70.3%, while the remaining 29.7% are other factors not included in this study. while brand association has no significant and positive effect on consumer purchasing behavior at Starbucks MTS. It is highly recommended that company management continue to develop brand equity so that Starbucks remains the main coffee house choice in consumers' minds. The R value is 0.839 which indicates a strong positive relationship between the independent and dependent variables. The value of R2 is 0.703, which means Brand Awareness, Brand Association, Perception Quality, Brand Loyalty affects Consumer Purchasing Behavior as the dependent variable as much as 70.3%, while the remaining 29.7% are other factors not included in this study. minds. The R value is 0.839 which indicates a strong positive relationship between the independent and dependent variables. The value of R2 is 0.703, which means Brand Awareness, Brand Association, Perception Quality, Brand Loyalty affects Consumer Purchasing Behavior as the dependent variable as much as 70.3%, while the remaining 29.7% are other factors not included in this study. minds. The R value is 0.839 which indicates a strong positive relationship between the independent and dependent variables. The value of R2 is 0.703, which means Brand Awareness, Brand Association, Perception Quality, Brand Loyalty affects Consumer Purchasing Behavior as the dependent variable as much as 70.3%, while the remaining 29.7% are other factors not included in this study.

2.2   Understanding Price Perception

Price is an element of the marketing mix that is flexible, which can change at any time according to time and place. Prices are not just numbers on the label of a package or store shelf, but prices take many forms and perform many functions. According to Kotler and Keller (2012: 67), price is one element of the marketing mix that generates revenue, another element generates costs. Price is the easiest element in any marketing program to customize, product features, channels, and even communication take a lot of time. According to Ramli (2013: 51), the notion of price is the relative value possessed by a product. This value is not a definite indicator that shows the amount of resources needed to produce a product.

2.3   Purpose of Pricing

According to Schiffman and Kanuk (2013: 137) perception is a process of an individual in selecting, organizing, and translating the incoming information stimulus into a comprehensive picture, price perception is how consumers see prices as high, low and fair prices. This has a strong influence on both purchase interest and satisfaction in purchases. Price perception is related to how price information is fully understood and provides deep meaning to consumers.

Meanwhile, according to Tjiptono (2012: 152) there are 5 objectives of pricing, namely:

1. Profit Oriented Goals
   The assumption of classical economic theory states that every company always chooses the price that can produce the highest profit, this goal is known as profit maximization.
2. Volume Oriented Goals
   In addition to profit-oriented goals, there are also companies that set prices based on specific volume-oriented goals or what is commonly known as volume pricing objectives.
3. Image-Oriented Goals
   Image (image) of a company can be formed through a pricing strategy. Companies can charge high prices to establish or maintain a prestigious image.
4. Price stabilization objective
   In a market where consumers are very price sensitive, if a company lowers its price, its competitors must lower their prices.

2.4 Definition of Service Quality

According to Tjiptono (2014: 268), service quality focuses on efforts to meet the needs and desires of consumers and the accuracy of their delivery to balance consumer expectations. Meanwhile, according to Wyock (in Lovelock 1988) quoted by Tjiptono (2014: 268), service quality is the level of excellence expected and control over these advantages is to meet consumer needs. The above definition can be said that whether the quality of service is good or not depends on the ability of service providers to meet consumer expectations consistently. Quality is closely related to customer satisfaction. Quality provides an incentive for consumers to form strong relationships with the company.

2.5 Understanding Word of Mouth

Word Of Mouth Communication (WOM) or word of mouth is a communication process in the form of providing recommendations both individually and in groups for a product or service that aims to provide personal information (Kotler and Keller, 2012: 27). Word Of Mouth (WOM) can be in the form of comments or recommendations that are disseminated by customers based on the experiences they have received, which have a strong influence on decision-making by other parties.

2.6 Reasons for Using Word of Mouth

Word of mouth comes from a form that occurs naturally and was not designed by companies or marketers alike. So word of mouth arises because of the superiority of the product or service. According to Sernovitz (2012: 12) the reasons for the use of word of mouth are so strong because there are three basic reasons that encourage someone to do positive word of mouth, namely:

1. Consumers like the products they consume
2. Talk makes them good
3. They feel connected in a group

2.7 Benefits of Word of Mouth

Information searches are conducted to obtain quality products that meet their needs and desires. Consumers will look for this information to sources that can provide the information needed. Recommendations from other people have a huge effect, especially if those recommendations come from people you know. The following are the benefits of the Word of Mouth as a powerful source of information in influencing purchasing decisions (Hasan, 2010: 25):

1. Word of mouth is an independent and honest source of information (when information comes from a friend it is more credible because there is no association of the person with the company or product).
2. Word of mouth is very strong because it provides benefits to those who ask questions with direct experience about the product through the experiences of friends and relatives.
3. Word of mouth is geared towards the people who are best at it, a person will not join the conversation unless they are interested in the topic of discussion.
4. Word of mouth produces informal advertising media.
5. Word of mouth can start from one source depending on how the power of the influencer and social network spreads quickly and widely to others.
6. Word of mouth is not limited by space or other constraints such as social ties, time, family or other physical obstacles.

2.8 Word of Mouth Dimensions

According to Sernovitz (2014: 19), there are five dimensions of word of mouth known as 5T, namely: Talkers (speakers), Topics (topics), Tools (tools), Talking parts (participation) and Tracking (supervision). The explanation of the five elements is as follows:

1. Talkers (Speakers)
People who are enthusiastic to talk to and those who are most passionate about their experiences.
2. Topics (Topics)
Good topics are topics that are simple, portable, and natural. All word of mouth starts from an exciting topic to talk about.
3.Tools
Existing topics need tools to help get the topic or message moving. This tool makes it easy for people to talk about or transmit the company's products / services to others. Examples include giving free products, social media, brochures, banners.
4. Talking Part (speaker participation)
A conversation is lost if only one person talks about a product. So it is necessary for other people to participate in the conversation so that word of mouth can continue.
5. Tracking (supervision)
The company's actions are to monitor consumer responses, so that companies can learn about positive or negative consumer input, so that companies can learn from these inputs or suggestions for better progress.

2.9 Definition of Purchase Decision

According to Kotler and Keller (2012: 166) a purchase decision is a purchase decision process consisting of five stages carried out by a consumer before arriving at a purchase decision and then post-purchase. Consumer purchasing decisions for a product are basically closely related to consumer behavior. Consumer behavior is an important element in the marketing activities of a product that companies need to know, because companies basically do not know what is on the mind of a consumer before, during, and after purchasing the product.

2.10 Purchasing Decision Process

The five-stage model purchasing decision process according to Kotler and Armstong (2016: 176) is as follows:

1. Introduction to the problem The buying process starts when the buyer realizes a problem or need that is triggered by internal or external stimuli.

2. Information search The main sources of information in which consumers are divided into four groups:

a. Personal. Family, friends, neighbors, colleagues.

b. Commercial. Advertising, website, salesperson, distributor, packaging, display.

c. Public. Mass media, consumer rating organizations.

d. Experimental. Handling, inspection, use of the product.

3. Evaluation of alternatives Some basic concepts that will help us understand the evaluation process: first, the consumer tries to satisfy a need. Second, consumers are looking for certain benefits from product solutions. Third, consumers see each product as a group of attributes with various abilities to deliver the benefits needed to satisfy this need.

4. Purchasing decisions In the evaluation stage, consumers form preferences between brands in a set of choices. Consumers may also form an intention to buy the brands they like best. In carrying out the purchase intention, consumers can form five sub-decisions: brand, supplier, quantity, time, and payment method.

5. Post-purchase behavior After making a purchase, consumers may experience conflicts due to seeing certain worrying features or hearing pleasant things about other brands and being alert to information that supports their decisions.

2.11 Factors Affecting Purchasing Decisions

According to Kotler and Keller (2012: 135) the behavior of consumer purchasing decisions is influenced by several factors, namely:

1. Cultural Factors

    Culture (culture) is the basis of a person's desires and behavior. Marketers must really pay attention to cultural values so that each country understands how to market product quality.

2. Role and Status

    Role (role) consists of activities that a person is expected to do. Every role has a status. People choose products that reflect and communicate their role as well as their desired status in society.

3. Personal Factors

    1. When purchasing decisions are also influenced by personal characteristics. Personal factors include age and stage in the buyer's life cycle, occupation and economic circumstances, and lifestyle and values.
    2. Age and Life Cycle Stage
    3. Employment and Economic Conditions
    4. Personality and Self Concept
    5. Lifestyle and Values
    6. Psychological Factors
    7. Motivation
    8. Perception
    9. Learning
    10. Memory

2.12 Relationship Between Research Variables

Relationship Between Variables This research can be described as a guide to solving research problems in this thesis is represented by the existing hypotheses in the theoretical basis and previous research that has been done. This research was conducted at Starbucks Coffee Gambir Station with perceptual variables of price, service quality and word of mouth which have an influence on existing purchasing decisions. This study is to

find the results whether or not these variables affect consumer decisions to buy products at Starbucks Coffee Gambir Station.

III. RESEARCH METHODS

The research method that will be used is to use a qualitative approach. According to Sugiyono (2017: 8) qualitative research methods are often called naturalistic research methods because the research is carried out in natural conditions (natural settings), also known as ethnographic methods, because initially this method was mostly used for research in the field of cultural anthropology, referred to as qualitative methods, because the data collected and the analysis are qualitative. The reason the researcher uses this strategy is because in this study the interview process will be accompanied by the provision of questionnaires and observations as strategies to obtain data that can provide information for researchers. By using this process the researcher will be able to collect data and information about the object to be researched and used data that can be recorded based on daily, weekly and monthly time periods or other specific time periods within the same time frame.

In this study, data collection was carried out to obtain the information needed to limit the problems in the study. The methods used are as follows:
1) Primary data
    -   Interview
    -   Questionnaire
    -   Observation
2) Secondary Data
    -   Library Research
    -   Respondent Identity
    -   The effect of price perceptions on purchasing decisions
    -   The effect of service quality on the purchase messenger
    -   The influence of word of mouth on purchasing decisions
    -   Buying decision

The method of data analysis carried out by the yaittu researcher is in stagesData processing in this study is a process that aims to provide clarity and easy understanding of the data collected and will use the SPSS (Statistical Program for Social Sciences) computer program. This is done so that the statistical data processing process can be done correctly and quickly. The data that has been obtained and processed will be presented in tabular form to make it more systematic in understanding and analyzing the available data.

IV. RESULTS AND DISCUSSION
4.1   Respondents' Descriptions by Gender

The characteristics of respondents based on gender are shown in the following table:

Table 4.1 Characteristics of respondents based on gender

No.	Gender	Number of people)	Percentage (%)
1.	Male	55	55%

2.	Women	45	45%
	Total	100	100%

Source: Data processed from research results (2019)

Based on table 4.1, it can be seen that the respondents used in this study were mostly men, namely 55 people or 55%. While female respondents were 45 people or 45%. This is because many men are smokers and they have a coffee mainset that is compatible with cigarettes.

4.2   Respondents' Description by Age

Characteristics of respondents based on age can be seen in the following table:

Table 4.2 Characteristics of respondents based on age

No.	Tiungkat Age	Number of people)	Percentage (%)
1.	<20 Years	20	20%
2.	20 - 40 Years	76	76%
3.	> 40 Years	4	4%
	Total	100	100%

Source: Data processed from research results (2019)

Based on table 4.2, it can be seen that for the respondent's age less than 20 years, as many as 20 people or 20%. Then the age of the respondents was between 21-40 years as many as 76 people or 76%. Meanwhile, the minimum age of the respondents was more than 40 years, namely only 4 people or 4%. Based on the age of the respondents used in this study, most of them were respondents aged 21-40, as many as 76 people or 76%. This happens because most consumers at Starbucks Coffee Gambir Station are adults who on average already have a steady income.

4.3   Respondents' Descriptions by Education

Characteristics of respondents based on education can be seen in the following table:

Table 4.3 Characteristics of respondents based on education

No.	Education	Number of people)	Percentage (%)
1.	Senior high school / equivalent	46	46%
2.	College	54	54%
	Total	100	100%

Source: Data processed from research results (2019)

In table 4.3 it can be seen that the last education of the respondents at the high school / equivalent level was 46 people or 46%. Then at the tertiary level, the maximum is 54 or 54%. This happens because most of the respondents who buy at Starbucks Coffee Gambir Station are employees of BUMN employees around Gambir Station so that most of the respondents have the latest tertiary education level.

4.4   Respondents' Descriptions by Occupation

The characteristics of respondents by occupation are shown in the following table:

Table 4.4 Respondent characteristics based on occupation

No.	Profession	total	Percentage
1.	Student / Student	46	46%

2.	entrepreneur	17	17%
3.	PNS / Others	37	37%
	Total	100	100%

Source: Data processed from research results (2019)

Table 4.4 shows that the jobs of some respondents are students, namely 46 people or 46%. Then the respondents who work as entrepreneurs are 17 people or 17%. While respondents who worked as civil servants were 37 people or 37%. Based on the type of work, the most respondents are students, because Starbucks Coffee is one of the most popular coffee brands among young people, especially students and university students.

4.5   Price Variable Data Description

The data used in this study are data derived from the results of distributing questionnaires to respondents both on price perception variables (), service quality variables (), word of mouth variables (), and purchasing decision variables (Y) which are presented in tabular form. To see the respondent's response to the analyzed variables, a method of calculating the score of respondents' answers to these elements will be used, provided that:$X_1 X_2 X_3$

Weight x Rating Frequency = Total Cumulative Final Score

1. If all respondents answered with the highest scale of 5, then the total value
    5 x 100 = 500
2. If all respondents answered with the lowest scale of 1, then the total value
    1 x 100 = 100

	STS		TS		N		S		SS	

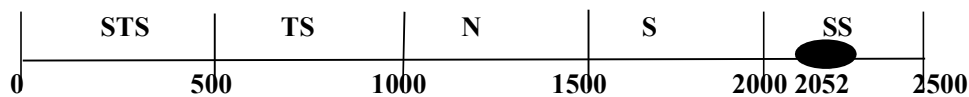0   500   1000   1500   2000 2052   2500

Figure 4.5 Price Variable Likert Scale Diagram

Based on Figure 4.5 for the price perception variable submitted to 100 respondents, the number of criteria is obtained (if each question item gets the highest score) X_1 = 5 x 100 x 5 = 2500.The total score of the results of data collection is 2052: 2500 = 0.8208, thus a percentage of 82.08% is obtained, including the criterion strongly agree, which means that the price of the product obtained is in accordance with consumer expectations
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4.6   Service Quality Variable Data Description

STS		TS		N		S		SS	

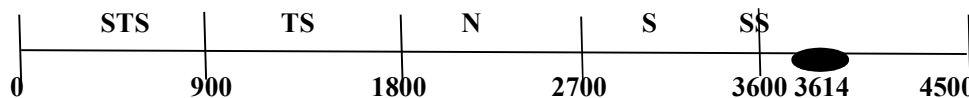0   900   1800   2700   3600 3614   4500

Figure 4.6 Service Quality Variable Likert Scale Diagram

Based on Figure 4.6 for the service quality variable submitted to 100 respondents, the number of criteria is obtained (if each question item gets the highest score) X_2 = 5 x 100 x 9 = 4500. The total score of the data collection results is 3614: 4500 = 0.8031 thus a percentage of 80.31% is obtained, including in the criterion strongly agree, which means that consumers get satisfaction and comfort with quality service given.

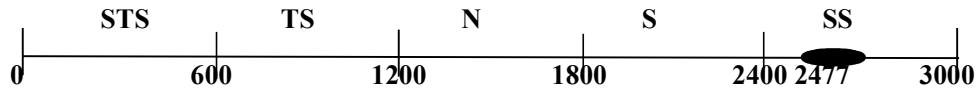**4.7   Word of Mouth Variable Data Description**

STS   TS   N   S   SS

0   600   1200   1800   2400 2477   3000

Figure 4.7 Word Of Mouth Variable Likert Scale Diagram

Based on Figure 4.7 for the variable word of mouth submitted to 100 respondents, the number of criteria is obtained (if each question item gets the highest score) X_3 = 5 x 100 x 6 = 3000.The total score of the results of data collection is 2477: 3000 = 0.8257, thus a percentage of 82.57% is obtained, including the criteria strongly agree, which means that consumers can easily find and receive various information. related to Starbucks Coffee Gambir Strasiun.

4.8 Description of Purchasing Decision Data

STS   TS   N   S   SS
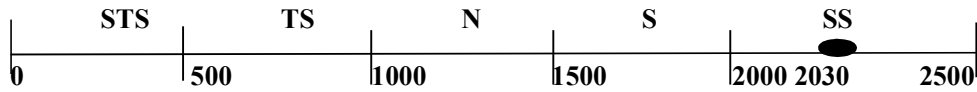
0   500   1000   1500   2000 2030   2500

Figure 4.8 Purchasing Decision Variable Likert Scale Diagram

Based on Figure 4.8 for the purchase decision variable submitted to 100 respondents, the number of criteria is obtained (if each question item gets the highest score)X_3 = 5 x 100 x 5 = 2500.The total score of the data collection results is 2030: 2500 = 0.812 thus a percentage of 81.20% is obtained, including the criteria strongly agree, which means that many consumers decide to buy Starbucks Coffee products because of several the benefits that can be obtained.

4.9 Validity Test Results

The validity test uses the Peaerson Product Moment formula, using the SPSS version 2.0 program where if the statement (r_{hitu}) ≥ 0.30, then all statements on the price perception variable (X_1)declared valid and can be used in data collection in this study. The results of data processing on the price variable can be seen in the following table:

Table 4.5 The results of the price variable validity test (X_1)

No.	Instrument	r_{hitung}	r_{kritis}	Decision
1.	Statement X_1 >> 1	0.704	0.30	Valid
2.	Statement X_2 >> 2	0.686	0.30	Valid
3.	Statement X_3 >> 3	0.707	0.30	Valid
4.	Statement X_4 >> 4	0.791	0.30	Valid
5.	Statement X_5 >> 5	0.752	0.30	Valid

Source: Data processed from research results (2019)

Based on table 4.9, the results of all statements on the price variable are obtained (X_1) has a value greater than 0.30 so that all statements on the price variable are declared valid.r_{hitun}

The results of data processing service quality variable statement), obtained data in the following table:(X_2

Table 4.6 The results of the validity test of the service quality variable (X_2)

No.	Instrument	r_{hitung}	r_{kritis}	Decision

No.	Instrument			
1.	Statement >> $1(X_1)$	0.301	0.30	Valid
2.	Statement >> $2(X_2)$	0.585	0.30	Valid
3.	Statement >> $3(X_3)$	0.569	0.30	Valid
4.	Statement >> $4(X_4)$	0.523	0.30	Valid
5.	Statement >> $5(X_5)$	0.513	0.30	Valid
6.	Statement >> $6(X_6)$	0.630	0.30	Valid
7.	Statement >> $7(X_7)$	0493	0.30	Valid
8.	Statement >> $8(X_8)$	0.624	0.30	Valid
9.	Statement >> $9(X_9)$	0.594	0.30	Valid

Source: Data processed from research results (2019)

Based on table 4.10, the results of all statements on service quality variables are obtained (X_2) has a value greater than 0.30 so that all statements on the service quality variable are declared valid.r_{hitung}

The results of data processing variable statement of word of mouth), obtained data in the following table:$(X_3$

Table 4.7 The results of the word of mouth variable validity test (X_3)

No.	Instrument	r_{hitung}	r_{kritis}	Decision
1.	Statement) >> $1(X_1$	0.692	0.30	Valid
2.	Statement) >> $2(X_2$	0.694	0.30	Valid
3.	Statement) >> $3(X_3$	0.507	0.30	Valid
4.	Statement) >> $4(X_4$	0.716	0.30	Valid
5.	Statement) >> $5(X_5$	0.703	0.30	Valid
6.	Statement) >> $6 (X_6$	0.664	0.30	Valid

Source: Data processed from research results (2019)

Based on table 4.11, the results of all statements on the word of mouth variable are obtained (X_3) has a value greater than 0.30 so that all statements on the word of mouth variable are declared valid.r_{hitung}

The results of processing the statement of purchasing decision variables), obtained data in the following table:$(Y$

Table 4.8 The result of the validity test of the purchasing decision variable (Y)

No.	Instrument	r_{hitung}	r_{kritis}	Decision
1.	Statement >> $1(X_1)$	0.640	0.30	Valid
2.	Statement >> $2(X_2)$	0.704	0.30	Valid
3.	Statement >> $3(X_3)$	0.598	0.30	Valid
4.	Statement >> $4(X_4)$	0.730	0.30	Valid
5.	Statement >> $5(X_5)$	0,700	0.30	Valid

Source: Data processed from research results (2019)

Based on table 4:12, the results obtained all statements on the purchasing decision variable (Y) has a value greater than 0.30 so that all statements on the purchasing decision variable are declared valid.r_{hitung}

4.10 Reliability Test Results

The reliability test is used to determine the consistency of measuring instruments, whether the measuring instruments used can remain reliable and consistent if the measurement is repeated. Reliability test results illustrate whether the instrument from a study is reliable or not. The research method in this test uses the Crobanch's Alpha method, which is an instrument that can be said to be reliable if the instrument reliability value is ≥ 0.60.(r_{11})

The following is a table of the results of the variable price reliability, service quality, word of mouth and purchase decisions.

Table 4.13 Instrument reliability test results

Variable	r_{11}	r_{kritis}	Decision
Price Perception	0.866	0.60	Reliable
Service Quality	0.773	0.60	Reliable
Word Of Mouth	0.839	0.60	Reliable
Buying decision	0.824	0.60	Reliable

Source: Data processed from research results (2019)

The reliability test results in table 4:13 above state that the value r_{11} the variable price perception is 0.866 or 86.6%, the service quality variable is 0.773 or 77.3%, the word of mouth variable is 0.839 or 83.9% and the purchasing decision variable is 0.824 or 82.4%. The value of each variable is greater than 0.60 so that the questionnaire is declared reliable or reliable to assess the research variables.r_{11}

4.11 Pasial Test t

Table 4.14 Partial Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,319	2,106		1,101	.274
	Price Perception (X1)	.283	.097	.361	2,912	.004
	Quality of Service (X2)	.196	.053	.265	3,717	.000
	Word Of Mouth (X3)	.189	.080	.295	2,351	.021

 a. Dependent Variable: Purchase Decision (Y)
Source: Data processed from research results (2019)

Based on table 4:14 above, the following data were obtained:
1. The Effect of Price Perception on Purchasing Decisions
The value of the price perception variable is 2,989 and the value is 1,985 and the Sig value is 0.004 or> and the Sig value is 0.004 <0.05. Therefore Ho is rejected, which means that price perceptions have a significant effect on purchasing decisions.t_{hitu} $t_{tabel}t_{hitu}$ t_{tabel}
2. The Effect of Service Quality on Purchasing Decisions

The value of the price variable is 2,217 and the value is 1,985 and the Sig value is 0,000 or> and the Sig value is 0,000 <0.05. Therefore Ho is rejected, which means that service quality has a significant effect on purchasing decisions.t_{hitun} $t_{tabel}t_{hitung}$ t_{tabel}

3. The Influence of Word of Mouth on Purchasing Decisions

The value of the price variable is 2,349 and the value is 1,985 and the Sig value is 0.021 or> and the Sig value is 0.021 <0.05. Therefore Ho is rejected, which means that word of mouth has a significant effect on purchasing decisions.t_{hitung} $t_{tabel}t_{hit}$ t_{tabel}

4.12   Simultaneous Test F

V.   **Table 4.15** ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	239,408	3	79,803	37,676	.000b
1	Residual	203,342	96	2,118		
	Total	442,750	99			

a. Dependent Variable: Purchase Decision (Y)
b. Predictors: (Constant), Word Of Mouth, Quality of Service, Price
Source: Data processed from research results (2019)

Based on the table 4.15 above, the results are obtained F_{hitung} of 37,676 and a value of 2,707 or>, and the value of Sig <0.05. Therefore Ho is rejected, which means that price perceptions, service quality and word of mouth have a significant effect on purchasing decisions. So it can be concluded that price perceptions, service quality and word of mouth affect purchasing decisions at Starbucks Coffee Gambir Station.$F_{tabel}F_{hitung}F_{tabel}$

4.13 Test of the Coefficient of Determination (R Square)

Table 4.16 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735a	.541	.526	1.45538

a. Predictors: (Constant), Word Of Mouth, Service Quality, Price Perception
b. Dependent Variable: Purchase Decision
Source: Data processed from research results (2019)

Based on the table 4.16 above, the research results show that the Adjusted R Square (R^2)is 0.526 or in the percentage of 52.60%. This shows that the independent variables, namely price perceptions, service quality and word of mouth have a percentage of the effect of the contribution on the dependent variable, namely the purchase decision of 52.60%. While the remaining 47.48% is influenced by other factors not involved in the research.

VI. CONCLUSIONS AND SUGGESTIONS
5.1 Conclusion

Based on the results of the research and analysis that has been carried out and described in the previous chapter, the following can be conveyed the results of the research conclusions from the research results:

1. Price perceptions partially have a positive and significant effect on purchasing decisions. The results in the study indicate that there is an effect of price in purchasing decisions on Starbucks Coffee products at Gambir Station, which means that in the purchase decision process consumers still consider price as the main thing that is emphasized in buying Starbucks Coffee products.

2. Service quality partially has a positive and significant effect on the trust decision. The results in this study indicate that there is an influence of service quality in purchasing decisions on Starbucks Coffee products at Gambir Station, which means that in the purchase decision process consumers still pay attention to the quality of service provided by employees at Starbucks Coffee Gambir Station.

3. Word of mouth partially has a positive and significant effect on purchasing decisions. The results in this study indicate that there is an influence between word of mouth and purchasing decisions on Starbucks Coffee products at Gambir Station. This means that word of mouth that occurs regarding some of the advantages of products, places or facilities and infrastructure between several consumers who have been to Starbucks Coffee Gambir Station can improve purchasing decisions on consumers who visit next.

4. The simultaneous test results show that price perceptions, service quality and word of mouth have a positive and significant effect on purchasing decisions on Starbucks Coffee products at Gambir Station.

5.2 Suggestion

Based on the conclusions described above, the researcher can provide the following suggestions:

1. For the perception of the price itself, the author's suggestion is that Starbucks should provide a price image that is worth it in the eyes of consumers, one of which is currently presenting new drinks that include Reusable glasses in them, which can be used repeatedly by consumers. In pricing, one must also adjust to market conditions and competition in the market, pay attention to the prices of similar products prevailing in the market so that they can react more quickly to the price of each product in order to monitor the prices of competitors from similar companies. With a strategy like this it can provide satisfaction for consumers, prices that are in accordance with what is obtained can also provide appropriate benefits from the products produced by Starbucks Coffee.

2. In terms of service quality, Starbucks Coffee has no doubt, the very friendly hospitality that its employees always present are very inherent. Starbucks Gambir Station itself is a busy place and the quality of service must be further improved considering that consumers who come are consumers who do not stay at all times, therefore accuracy, speed and responsiveness really need to be improved again.

3. To spread word of mouth, what Starbucks Coffee must do is to present attractive promos to make consumers decide to buy Starbucks Coffee products, one of which is through CSR activities where we as baristas present our products to several companies, one of which is at Strabucks Gambir Station, do so in offices around the Gambir area, which from this word of mouth we can attract several consumers to make purchases at Starbucks Coffee Gambir Station. Starbucks Coffee should focus more on this matter because according to the author, this activity has a big impact and can provide huge profits because they can order dozens of orders. Then to create memories in the minds of consumers, things that can be done, such as providing messages in a cup to encourage consumers when cucumber coffee, providing friendly service to always be remembered and making Starbucks Coffee a comfortable place to wait with attention to

cleanliness. This can give a positive impact so that consumers will feel comfortable and will come back.

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