

THE INFLUENCE OF PRODUCT AND PLACE ON PURCHASE DECISIONS AT MOFFEE COFFEE STORE MANADO

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ABSTRACT

This study aims to test and analyze the influence of products and places on purchasing decisions at Moffee Coffee Store Manado. The type used in this study is quantitative research, because the data presented is related to numbers and uses statistical analysis. Data analysis was carried out using multiple linear regression methods. The results of the study indicate that the H1 test in this study was obtained from the results of product variables influencing the dependent variable, namely purchasing decisions. It can be seen from partial testing for product variables obtained a calculated t value of $2.299 > t \text{ table } 2.010$. These results explain that product variables have an influence on purchasing decisions. The H2 test in this study was obtained from the results of place variables influencing the dependent variable, namely purchasing decisions. It can be seen from partial testing for product variables obtained a calculated t value of $3.169 > t \text{ table } 2.010$. These results explain that place variables have an influence on purchasing decisions. The H3 test in this study was obtained from the results of product and place variables influencing the dependent variable, namely purchasing decisions. It can be seen from the simultaneous testing for product and place variables that the calculated F value is $18.031 > F \text{ table } 3.191$. These results explain that the place variable has an influence on purchasing decisions.



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INTRODUCTION

In today's rapidly evolving era of globalization, the business world is undergoing major transformations in political, economic, social, and cultural aspects. These changes have intensified competition among companies. To survive and achieve their business goals, companies are required to create value for customers through effective marketing activities. Marketing is not merely about selling products but also about building strong relationships with consumers in order to gain value in return.

Business development in Indonesia has also undergone significant changes, requiring entrepreneurs to focus on customer satisfaction. In the coffee shop industry, the business paradigm has shifted from simply offering food and beverages to presenting a modern concept that delivers a complete customer experience. Today's coffee shops aim to create a cozy atmosphere with attractive interior designs and additional features like live music and Wi-Fi, which serve as added value and influence consumer purchasing decisions.

Consumer purchasing decisions are influenced by various factors, with product and place being two of the most significant. Consumers tend to consider product quality, uniqueness, and appearance before making a purchase. At the same time, the business location's accessibility and comfort also play crucial roles. A strategic location and a pleasant ambiance can attract consumers to visit and make purchases. Therefore, having the right strategy in offering quality products and selecting the right location is essential in a highly competitive and uncertain business environment.

Based on field observations, prospective customers of Moffee Coffee Store Manado consider several factors before making a purchase, such as ease of access to the location, product innovation, available facilities and café atmosphere, product affordability, and promotions through social media. However, due to limitations in time, budget, and research scope, this study focuses only on the influence of product and place on purchasing decisions. The research problems formulated include examining the effect of product, the effect of place, and the combined effect of both on purchasing decisions at Moffee Coffee Store Manado.

This study aims to determine the influence of product, place, and their combined effect on purchasing decisions at Moffee Coffee Store Manado. Theoretically, it is expected to contribute to knowledge in the field of economics, particularly in business development, and serve as a reference for future research on factors influencing consumer purchasing decisions. Practically, the results of this study can provide insights for Moffee Coffee Store Manado regarding the factors that affect consumers in making purchasing decisions.

Marketing plays an essential role in sustaining business operations, especially amid intense competition, by focusing on meeting customer needs and wants to achieve sales targets. Understanding marketing helps companies identify target markets, design appropriate products, services, and programs, and optimize sales. According to (Abdurrahman & Anggriani, 2020), marketing is the process of creating, distributing, promoting, and setting prices for goods, services, and ideas to facilitate satisfying exchanges and to build positive relationships with stakeholders. (Aulya, 2013) emphasize that marketing is an economic activity that creates value through production, marketing, and consumption, serving as a link between production and consumption. (Kurniawan, 2012) defines it as the process of planning and implementing concepts, pricing, promotion, distribution, as well as social and managerial processes to achieve objectives. stress that marketing is not merely selling or advertising, but rather an effort to satisfy customer needs by developing high-value products, setting prices, distributing, and promoting them effectively, with selling and advertising being only part of a broader marketing mix working together to influence the market.

Marketing is essential for the survival of a company; however, its implementation requires the active involvement of all company members to achieve the set goals. The sales volume of goods and services is influenced by factors such as product quality and appearance, the delivery of products from producers to consumers, and the pricing applied. Factors that can be controlled by the company to influence consumer demand are known as the marketing mix. (Zulaicha et al., n.d.), quoting Rambat, the marketing mix is a tool for marketers consisting of various elements of a marketing program that need to be considered to ensure that the chosen strategy and positioning can be successfully implemented. State that the marketing mix is a component of the elements that make up a mixed strategy designed to generate the desired response from the target market.

Consumer behavior essentially aims to understand “why consumers do what they do.” (Daud, 2018) state that the study of consumer behavior is an examination of how individuals make decisions in allocating their available resources, such as time, money, effort, and energy. Consumers present an interesting diversity to study as they include individuals of various ages, cultural backgrounds, education levels, and socioeconomic conditions. Therefore, it is important for companies to understand consumer behavior, as marketing activities are always directed toward fulfilling consumer needs and wants. Understanding consumer behavior can be done through a stimulus-response model shown by an individual, in which the stimulus has entered their awareness and prompts a response (Nurlia, 2021).

RESEARCH METHODS

The type of research used in this study is quantitative research, as the data presented is related to numerical values and analyzed using statistical methods (Sugiharto & Setiawan, 2014). Data collection is carried out using statistical analysis instruments with the aim of testing the established hypotheses.

In this study, primary data refers to data obtained directly from the original source without intermediaries, such as individual or group opinions, observation results, or test results (Yohana Walangitan et al., 2022), and is used to determine consumer responses to purchases at Moffee Coffee Store through questionnaires. Secondary data refers to data obtained indirectly through other parties or intermediary media, which in this study is sourced from Moffee Coffee Store.

A population is the combination of all elements in the form of events, things, or people that share similar characteristics and become the focus of research, regarded as the universe of the study (Ferdinand, 2006). A population does not only include people but also objects or other natural entities, along with all their characteristics. In this study, the population consists of all consumers who have visited and made purchases at Moffee Coffee Store Manado. A researcher does not have to study every member of the population but may select a sample as a representative. A sample is a subset of the population or several of its members observed (Ferdinand, 2006). This study uses the accidental sampling technique with 50 respondents, which is a sampling method based on respondents who are

encountered by chance and deemed suitable as data sources (Sugiyono, 2016:124), with the subjects being consumers of Moffee Coffee Store Manado.

The data analysis technique in this study employs a quantitative analysis method, which requires statistical and mathematical calculations with the assistance of the SPSS program. The research instruments were first tested through a validity test to determine the accuracy and precision of the measuring tool in performing its function, where the instrument is declared valid if it meets the specified criteria (Ferdinand, 2006). Next, a reliability test was conducted to measure the consistency of the questionnaire, meaning that the questionnaire will produce consistent results when administered repeatedly to the same group, assuming there is no psychological change in the respondents.

Before hypothesis testing, this study applied classical assumption tests, consisting of three stages. First, the normality test to ensure that the independent and dependent variables have a normal or near-normal distribution (Ghozali, 2018). Second, the multicollinearity test to detect any correlation between independent variables that may cause issues in the regression model. A good model should have no correlation among independent variables. Third, the heteroscedasticity test, which aims to determine whether there is an inequality of residual variance among observations. In this study, the Arch test was used, which involves regressing the absolute residual values on the independent variables (Ghozali, 2018:137, (Amboy et al., 2021).

The primary data analysis method applied is multiple linear regression to examine the influence of independent variables (product and place) on the dependent variable, namely purchase decisions. This method was chosen because it involves more than two variables and can demonstrate the relationship (correlation) between events. The multiple linear regression equation was used as the basis for hypothesis testing, thereby explaining the extent to which each independent variable contributes to changes in the dependent variable.

RESULTS AND DISCUSSION

RESULT

The validity test results of this study indicate that the independent variables, namely Product (X1) and Place (X2), are declared valid (> 0.278). For the dependent variable, Purchase Decision (Y), all items are also declared valid (> 0.278).

The reliability test results show that the questionnaire used in this study is reliable, as evidenced by the Cronbach's Alpha value for each variable being greater than 0.60, indicating that the variables Product, Place, and Purchase Decision are reliable.

The normality test results, based on the normality testing of 50 respondents, show a significance value of 0.193 in the one-sample Kolmogorov-Smirnov test. Since this value is greater than 0.05, the data in this study is normally distributed.

The multicollinearity test results show that the tolerance values for both variables are greater than 0.10, and the VIF values for both variables are also greater than 0.10, indicating that there is no correlation between the independent variables or that the model is free from multicollinearity.

The heteroscedasticity test results, based on the Glejser test output, indicate that the significance values of the independent variables are greater than 0.05, suggesting that the variables are free from heteroscedasticity.

Table 1 Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659 ^a	0.434	0.410	2.071
Predictors: (Constant), T.X2, T.X1				

**Table 2 F-Test
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	-0.522	3.517		-0.149	0.883
T.X1	0.312	0.136	0.310	2.299	0.026
T.X2	0.589	0.186	0.428	3.169	0.003

a. Dependent Variable: T.Y

**Table 3 F-Test
ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	154.697	2	77.349	18.031	0.000 ^b
Residual	201.623	47	4.290		
Total	356.320	49			

a. Dependent Variable: T.Y

b. Predictors: (Constant), T.X2, T.X1

From the results of the coefficient of determination test in the table above, it is known that the coefficient of determination (adjusted R square) obtained was 41% for the product and place variables. Meanwhile, 59% of purchasing decisions were influenced by other variables outside the variables used in this study. The adjusted R square value of 0.410 means it is far from the number one, so it can be concluded that the independent variables, namely product and place, contribute or influence the dependent variable, namely purchasing decisions.

Product (H1 Test) – The partial test results for the Product variable (X1) show a t-count value of 2.299 > t-table value of 2.010. This result indicates that the Product variable (X1) has an influence on Purchase Decision. Therefore, H1 is accepted. Place (H2 Test) – The partial test results for the Place variable (X2) show a t-count value of 3.169 > t-table value of 2.010. This result indicates that the Place variable has an influence on Purchase Decision. Therefore, H2 is accepted.

Based on the results of the F test in the table above, it is known that the value of the calculated F is 18.031 > F table 3.191, which means that the product (X1) and place (X2) variables have a simultaneous or joint influence on the variable (Y) of purchasing decisions.

DISCUSSION

Product Influence on Purchasing Decisions

The H1 test in this study was obtained from the results of the product variable (X1) influencing the dependent variable, namely the purchasing decision (Y). The results of this study indicate that the product (X1) has a significant partial influence on the purchasing decision (Y). It can be seen from the partial test for the product variable (X1) obtained a calculated t value of 2.299 > t table 2.010. These results explain that the product variable (X1) has an influence on purchasing decisions. These results indicate that H1 is accepted. This means that the products offered by the Moffee Coffee Store have the taste and quality desired by consumers, as well as the presentation and variety of products that are very suitable for teenagers in particular.

This is also supported by previous research (Sri Wahyuni, 2020), which found that product influence on purchasing decisions. This is indicated by a significance value of 0.037 < 0.05, indicating that Ha is accepted, indicating a significant partial influence between product and purchasing decisions. Therefore, it can be concluded that the better the product sold and the greater the variety, the higher the purchasing decision.

The Influence of Place on Purchasing Decisions

The H2 test in this study was obtained from the results of the location (X2) influencing purchasing decisions (Y). The results of this study indicate that location (X2) has a significant partial effect on purchasing decisions (Y). The partial test results for the location variable (X2) obtained a calculated t value of $3.169 > t \text{ table } 2.010$. These results explain that the location variable has an influence on purchasing decisions. These results indicate that H2 is accepted.

The results of this study are directly proportional to the results of research conducted by Ilham Rahmat (2018) which shows that location influences purchasing decisions, which can be seen in the table that the significance value of the location variable is $0.001 < 0.05$, which means H_a is accepted and H_o is rejected, meaning there is a significant partial influence between location and purchasing decisions. Therefore, it can be concluded that the more suitable the location is to consumer desires, the more consumers decide to buy at that location.

The Influence of Product and Place on Purchasing Decisions

The H3 test in this study was obtained from multiple linear regression tests, it is known that the product variables (X1), place (X2) have a simultaneous or joint effect on consumer purchasing decisions at the Moffee Coffee Store. To see this simultaneous influence, it can be seen from the results of the F test. Namely by comparing the calculated F and the F table. Which in this study, it is known that the value of the calculated $F 18.031 > F \text{ table } 3.191$ which means that the product variables (X1) and place (X2) have a simultaneous or joint effect on the variable (Y) purchasing decisions.

The results of this study are directly proportional to the results of research conducted by (Sri Wahyuni: 2020) it is known that the variables of service quality, price, product and location have a simultaneous or joint effect on consumer purchasing decisions at Kopi Pedalaman Jambi. To see this simultaneous influence, it can be seen from the results of the F test. Namely by comparing the calculated F and the F table. Which in this study, the calculated $F > F \text{ table } (7.441 > 2.699)$ then H_o is rejected and H_a is accepted. Therefore, service quality, price and product influence simultaneously or together on purchasing decisions at Kopi Pedalaman.

CONCLUSION

Based on the results of a questionnaire distributed to 50 respondents who are customers of Moffee Coffee Store, it can be concluded that the variables product (X1) and place (X2) have a positive and significant influence on purchase decisions (Y), both partially and simultaneously. The t-test results show that the product variable has a significant effect with a t-value of $2.299 > t\text{-table } 2.010$, indicating that the taste, presentation, quality, and variety of products contribute to increasing consumer purchase decisions. Similarly, the place variable shows a significant effect with a t-value of $3.169 > t\text{-table } 2.010$, meaning that the store's comfortable atmosphere, adequate facilities, and strategic location help attract consumers and influence their buying decisions. Furthermore, the F-test result shows an F-value of $18.031 > F\text{-table } 3.191$, confirming that both variables together have a significant effect on purchase decisions.

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