

The Effect Of Product Quality, Service And Price On Purchasing Decisions Of Cafe Ay Consumers In Kampung Pajak Labuhanbatu Utara

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Abstract

At Cafe AY Kampung Pajak in North Labuhanbatu, we want to find out how much of an impact pricing, service quality, and product quality have on customers' final purchase choices. A quantitative technique based on survey methodology is used in this study. A total of 96 respondents were selected using a convenience sample approach and the Lemeshow formula; the population comprises all customers of Cafe AY. Questionnaires using a Likert scale from 1 to 5 were used to obtain the main data. Using SPSS version 25, the data analysis procedures include testing for validity and reliability as well as classical assumption testing, T-test, F-test, coefficient of determination analysis, and multiple linear regression analysis. A favorable and statistically significant influence of product quality on purchase choices is shown by the findings (t -value = 3.315, p = 0.001). The t -value for service quality is 2.535, and it is statistically significant at the 0.013 level. To top it all off, price is the most influential factor, having a positive and statistically significant impact (t =4.406, p =0.000). All of the factors had a substantial impact on consumers' choices to buy, with an F -value of 77.375 and a 0.000 level of significance. With a coefficient of determination of 0.716, these factors account for 71.6% of the variance in purchase choices.

Keywords: *Product Quality, Service Quality, Price, Purchasing Decision*

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INTRODUCTION

Businesses, especially those in the food service industry, need a deeper understanding of customer behavior and the elements that influence their purchasing decisions to survive in an increasingly tough economic climate. As societal lifestyles change and cafes become more places to relax and interact, the food industry, and cafes in particular, have experienced rapid expansion in many countries. In this situation, people are more selective in choosing the cafes they visit, considering factors such as price, service, and product quality.

According to recent trends, customers prioritize competitive prices when evaluating the advantages of a product or service in relation to their purchasing power. In addition, what makes customers happy the most is high-quality service, which includes factors such as staff friendliness, speed, and responsiveness.

Customers will have a good impression of a café if its products consistently maintain high quality in terms of taste, appearance, and menu variety. On the other hand, customers may be reluctant to purchase if they receive unsatisfactory service, inconsistent quality, or unfair prices.

One of the culinary businesses thriving amid this competition is Cafe AY Kampung Pajak, located in Labuhanbatu Utara (Labura), which has been operating since February 12, 2020. Cafe AY is characterized by its menu variety and comfortable atmosphere. However, amidst the increasing number of new cafes in the Labuhanbatu Utara area with diverse concepts, prices, and services, Cafe AY faces challenges such as consumer complaints regarding service time and consistency during certain hours, as well as the need to adjust price perceptions to match the quality provided.

In theory, experts agree that price, product quality, and service quality are the three most important aspects that consumers must consider when making a purchase. However, in reality, the relative importance of these elements varies depending on the study item and area. The customer decision-making process at Cafe AY Kampung Pajak in Labuhanbatu Utara has not yet been the subject of empirical studies focusing on the relationship between price, product quality, and service quality. So, to help managers make better assessments, further studies are needed to determine the extent of the impact of each of these factors on consumer purchase decisions.

An important consideration for consumers when making a purchase is product quality. Karina and Sari (2023) state that good product quality is defined as marketable goods that meet customer desires and needs. In addition to product quality, service quality also plays an important role in shaping the consumer experience. Good service quality is the key to increasing customer satisfaction (Yani et al., 2025).

According to Jumawan (2024), one of the most important aspects of the marketing mix that influences consumer purchasing decisions is price. The company's pricing strategy is one of its marketing tools (marketing objectives), say Yudi Julius and Nanda Limakrisna (2021). Because the company's ability to generate revenue and retain customers depends on the quantity of goods and services purchased by consumers, consumer purchasing decisions are crucial for the company's success (Susilowati & Utari, 2022).

Considering the above, the objective of this research is to identify the factors – price, service, and product quality – that influence customer choices to purchase at Cafe AY Kampung Pajak in Labuhanbatu Utara. To assist the management of Cafe AY in creating better marketing tactics to enhance customer happiness and loyalty, this research aims to explore the relationship between these three characteristics. In addition, café owners are expected to anticipate practical benefits from this research as well as theoretical advancements in the field of consumer behavior studies.

METHODOLOGY

The research approach is a study method used to examine research hypotheses. This study employs a quantitative approach. Quantitative research is an approach that statistically analyzes numerical data to test relationships or influences between variables.

According to Rizka et al. (2024), for the purpose of studying a specific population or sample, quantitative research techniques are based on positivism. Data is collected by research instruments using random sampling procedures. This data analysis is often quantitative or statistical, aiming to evaluate hypotheses. AY Kampung Pajak Cafe in North Labuhanbatu serves as the research location, with the study conducted over two to three months.

The undefined number of customers who shop or visit AY Kampung Pajak Cafe constitutes the population in this survey. Sugiyono (2013) states that in research, a population is defined as a broad category of objects or individuals with characteristics selected by the researcher for focus. All customers who have purchased at AY Kampung Pajak Cafe are considered part of the population because: they represent the entire research target, are more contextually relevant, each consumer has service experience data, and the population in the study relates to data rather than individuals – all consumers who have shopped can provide data on their experiences.

The sample in this research consists of consumers who have shopped at AY Kampung Pajak Cafe in the last 6 months. A sample is a portion of the quantity and attributes found in a larger population (Sihotang, 2023). The reason for selecting only customers who shopped in the last 6 months includes: high data relevance, avoiding memory bias, and aligning with the needs of analytical tools.

Sampling in this study uses a non-probability sampling method, specifically convenience sampling. The criteria include ease of access, availability, speed and cost, non-randomness, alignment with objectives, and a minimum requirement of at least one visit. The sample size for this study is determined using the Lemeshow formula as follows (Noor & Maulana, 2024):

$$n = \frac{z^2 \cdot p \cdot (1-P)}{d^2}$$

Where:

n = Sample Size

Z = Confidence Level = 1.96

P = Prevalence of Outcome, maximum estimate = 50% = 0.5

D = Precision Level or Sampling Error = 10% = 0.1

Based on the formula:

$$n = (1.96^2 \times 0.5 \times (1 - 0.5)) / 0.1^2 = 96.04$$

From the above calculation, the sample size taken is 96 individuals.

The data used is primary data obtained through the distribution of a Likert scale (1-5) questionnaire. Data analysis techniques include validity testing, reliability testing, classical assumption testing, normality testing, multicollinearity testing, heteroskedasticity testing, multiple linear regression equation, coefficient of determination (R²) testing, t-testing, and F-testing using SPSS.

RESULT AND DISCUSSION

Respondents Characteristics

This research involves 96 respondents as the research sample. Based on the data processing results, the characteristics of the respondents were analyzed based on age and gender. From the age aspect, the majority of respondents are in the 20–25 year range with 62 people (64.58%), followed by the 25–30 year range with 17 people (17.71%) and the 15–20 year range with 7 people (7.29%). Meanwhile, there are 3 respondents aged 30–35 years (3.13%), 2 respondents aged 40–45 years (2.08%), and 1 respondent aged 50–55 years (1.04%). This distribution shows that the research is dominated by the early adult age group, which is in the productive phase and active in consumption activities. Based on gender, there were 65 female respondents (67.71%) and 31 male respondents (32.29%). This shows that the participation of respondents in this research is dominated by women. Overall, the characteristics of the respondents in this research are dominated by the age group of 20–25 years and are predominantly female, resulting in the research findings tending to represent the perspective of young consumers with a predominance of female respondents.

Instrument Test

Validity Test

Table 1. Validity Test Results

Variables	Indicator	r Count	r Table	Significant	α	Information
Quality Product (X1)	X1.1	0.685	0.1986	0,000	0.05	Valid
	X1.2	0.714	0.1986	0,000	0.05	Valid
	X1.3	0.770	0.1986	0,000	0.05	Valid
	X1.4	0.767	0.1986	0,000	0.05	Valid
	X1.5	0.769	0.1986	0,000	0.05	Valid
Service (X2)	X2.1	0.773	0.1986	0,000	0.05	Valid
	X2.2	0.796	0.1986	0,000	0.05	Valid
	X2.3	0.802	0.1986	0,000	0.05	Valid
	X2.4	0.797	0.1986	0,000	0.05	Valid
	X2.5	0.788	0.1986	0,000	0.05	Valid
Price (X3)	X3.1	0.701	0.1986	0,000	0.05	Valid
	X3.2	0.695	0.1986	0,000	0.05	Valid
	X3.3	0.768	0.1986	0,000	0.05	Valid
	X3.4	0.676	0.1986	0,000	0.05	Valid
	X3.5	0.688	0.1986	0,000	0.05	Valid
Purchase Decision (Y)	Y.1	0.678	0.1986	0,000	0.05	Valid
	Y.2	0.755	0.1986	0,000	0.05	Valid
	Y.3	0.850	0.1986	0,000	0.05	Valid
	Y.4	0.755	0.1986	0,000	0.05	Valid
	Y.5	0.853	0.1986	0,000	0.05	Valid

Based on the validity test results table, it can be stated that the indicators used to measure the variables in this research have correlation coefficients exceeding the r table for a sample of 96 respondents, which is r table 0.1986. From these results, it can be stated that all indicators in the study are valid.

Reliability Test

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Standard	Information
Product Quality (X1)	0.795	0.60	Reliable
Service (X2)	0.848	0.60	Reliable
Price (X3)	0.743	0.60	Reliable
Purchase Decision (Y)	0.839	0.60	Reliable

Based on the reliability table using Cronbach's Alpha of 0.60, it is stated that all variables, both independent and dependent, in this research are reliable. Since the Alpha value is greater than 0.60, the results of this research indicate that the measurement tool in the study has passed the Reliability Test (consistent and can be used as a measuring tool).

Classical Assumptions

Classical assumption tests are conducted to examine the parameter value errors produced by the model used in this research. The classical assumption tests used in this research are Normality Test, Multicollinearity Test, and Heteroscedasticity Test.

Normality Test

Table 3. Normality Test Results

		Unstandardized Residual
N		96
Normal Parameters(a,b)	Mean	,0000000
	Standard Deviation	1,18417581
	Most Extreme Differences	
	Absolute	,134
	Positive	,134
	Negative	-,053
Kolmogorov-Smirnov Z		1,317
Asymp. Sig. (2-tailed)		,062

Based on the Normality Test Results Table, it can be explained that the Normality Test using the Kolmogorov Smirnov significance value of $0.062 > 0.05$ indicates that the regression in this research is normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	,445	2,246
	X2	,334	2,998
	X3	,352	2,839

Based on the multicollinearity test results table, the values are as follows:

1. Product Quality Coefficient (X1) has a tolerance result of 0.445 exceeding 0.10 and a VIF value of 2.246 not exceeding 10. This indicates that it stands alone and there is no multicollinearity. Therefore, the regression model is suitable for testing.
2. Service Coefficient (X2) has a tolerance result of 0.334 exceeding 0.10 and a VIF value of 2.998 not exceeding 10. This indicates that it stands alone and there is no multicollinearity. Therefore, the regression model is suitable for testing.
3. The Price Coefficient (X3) has a tolerance result of 0.352 exceeding 0.10 and a VIF number of 2.839 not exceeding 10. This indicates that it stands alone and there is no multicollinearity. Therefore, the regression model is suitable for use in testing.

Heteroscedasticity Test

Table 5. Results of Heteroscedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	3,260	,838		3,891	,000
	X1	-,007	,049	-,021	-,141	,888
	X2	,018	,055	,056	,327	,744
	X3	-,121	,062	-,324	-1,932	,056

Based on the Heteroscedasticity Test Results Table, it can be explained that the results of the Heteroscedasticity test show that all independent variables (Product Quality, Service, and Price) have significance values greater than 0.05. As a result, it can be said that in this research, Heteroskedasticity does not occur.

Multiple Linear Regression Equation

Table 6. Results of Multiple Linear Regression

Model		Unstandardized Coefficients
		B
1	(Constant)	2,133
	X1	,254
	X2	,221
	X3	,433

$$Y = 2.133 + 0.254 X_1 + 0.221 X_2 + 0.433 X_3$$

Based on the Multiple Linear Regression Test Table all independent variables (Quality Product, Service, and Price) have positive influence to the dependent variable.

- a. If the Product Quality variable increases by 1 point, the Purchase Decision increases by 0.254.
- b. If the Service variable increases by 1 point, the Purchase Decision increases by 0.221

- c. If the Price variable increases by 1 point, the Purchase Decision increases by 0.433.

Results of the Determination Coefficient (R2) Test

Table 7. Results of the Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,846(a)	,716	,707	1,20333

Based on the R2 determination results table, the obtained R Square value is 0.716, which means 71.6% of Purchase Decisions can be influenced by the variables of Product Quality, Service, and Price, while 28.4% is influenced by variables not examined in this research.

t-Test Results

Table 8. t-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,133	1,320		1,616	,109
	X1	,254	,077	,276	3,315	,001
	X2	,221	,087	,244	2,535	,013
	X3	,433	,098	,412	4,406	,000

Based on the t-test results table, it can be explained that the t-test is a test to determine the significance of the influence of the independent variable (X) on the dependent variable (Y). By comparing the t-table value with the t-calculated value, if the t-calculated value exceeds the t-table value, then the independent variable affects the dependent variable; conversely, if the t-calculated value is smaller than the t-table value, then the independent variable does not affect the dependent variable

- Product Quality Variable (X1) The t-test result for the Product Quality variable (X1) yielded a t-value of 3.315 with a significance level of 0.01. Using the significance level of 0.05, the t-table value is 1.985, which means $t\text{-value} = 3.315 > t\text{-table} = 1.985$, indicating that hypothesis 1 (H1) is accepted.
- Service Variable (X2) The t-test result for the Service variable (X2) yielded a t-value of 2.535 with a significance level of 0.013. Using the significance level of 0.05, the t-table value is 1.985, which means $t\text{-value} = 2.535 > t\text{-table} = 1.985$, indicating that hypothesis 2 (H2) is accepted.
- Price Variable (X3) The t-test result for the Price variable (X3) yielded a t-value of 4.406 with a significance level of 0.00. Using the significance level of 0.05, the t-table value is 1.985, which means $t\text{-value} = 4.406 > t\text{-table} = 1.985$, indicating that hypothesis 3 (H3) is accepted.

F Test Results

Table 9. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	336,117	3	112,039	77,375	,000(a)
	Residual	133,216	92	1,448		
	Total	469,333	95			

Based on the F Test Results Table, it can be explained that the ANOVA Analysis with the F value can be used to predict the contribution of the variables Product Quality, Service, and Price to Consumer Decision. From the calculation, an F value of 77.375 was obtained with a significance level of 0.000 and a table F value of 2.703. Since the calculated F value > table F value, it can be concluded that the three independent variables Product Quality, Service, and Price affect Consumer Decision. As a result, the obtained regression model is suitable for prediction. Therefore, the conclusion is that hypothesis four (H4) is accepted.

Discussion

In general, this research shows the results of a descriptive analysis of respondents' assessments of the research variables, which can be indicated by the high number of agreement responses from respondents regarding the conditions of each variable. From these results, it was further obtained that out of the three independent variables, namely Product Quality, Service, and Price, have a significant influence on Consumer Decisions at Cafe AY Kampung Pajak Labuhanbatu Utara. The explanations for each variable are as follows: Influence of Product Quality (X1) The results of testing hypothesis 1 (H1) that Product Quality affects Consumer Decisions at Cafe AY Kampung Pajak Labuhanbatu Utara show a t-value of 3.315 with a significance level of 0.01 thru the use of a significance threshold of 0.05. After comparing the t-value and the t-table, it is found that the t-value of 3.315 > t-table = 1.985, which means hypothesis one (H1) states that Product Quality affects Consumer Decisions at Cafe AY Kampung Pajak Labuhanbatu Utara.

Influence of Service (X2) The results of testing hypothesis 2 (H2) that Service affects Consumer Decisions at Cafe AY Kampung Pajak Labuhanbatu Utara show a t-value of 2.535 with a significance level of 0.013 thru the use of a significance threshold of 0.05. After comparing the t-value and the t-table, it is found that the t-value of 2.535 > t-table = 1.985, which means hypothesis two (H2) states that Service affects Consumer Decisions at Cafe AY Kampung Pajak Labuhanbatu Utara.

The Influence of Price (X3) The results of testing hypothesis 3 (H3) indicate that Price affects Consumer Decisions at Cafe AY Kampung Pajak Labuhanbatu Utara, showing a t-value of 4.406 with a significance level of 0.000. Using a significance threshold of 0.05, the comparison between the t-value and the t-table shows that the t-value of 4.406 > t-table = 1.985, meaning that hypothesis three (H3) states that Price affects Consumer Decisions at Cafe AY Kampung Pajak Labuhanbatu Utara.

CONCLUSION

The findings indicate that respondents generally hold positive opinions about product quality, service, and pricing factors. This is supported by the high approval

rates expressed by respondents in the research questionnaire. With a calculated t-value of 3.315 and a significance threshold of $0.01 < 0.05$, the hypothesis testing results show that Product Quality significantly influences Consumer Decisions at Cafe AY Kampung Pajak, Labuhanbatu Utara. This suggests that customers are more likely to purchase products if they perceive them as high-quality. An estimated t-value of 2.535 and a significance level of $0.013 < 0.05$ demonstrate that service has a positive and substantial impact on customer decisions, indicating that fast, friendly, and professional service can enhance consumer interest and purchase choices. Additionally, the most influential factor on customer choices is price, which has a statistically significant and positive effect (t-value = 4.406, $p < 0.05$). Thus, at Cafe AY Kampung Pajak, Labuhanbatu Utara, Product Quality, Service, and Price all converge to make a significant difference in consumer decision-making.

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