

PRODUCT QUALITY, PRICE PERCEPTION AND SOCIAL MEDIA ON PURCHASE DECISIONS AT CAFE KHARISMA

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Abstract

Cafe Kharisma is a culinary business that prioritizes satisfied customer decisions and customer convenience, which was established in 2016. And the purpose of this research is to improve product quality, price perceptions, and the influence of social media on purchasing decisions at Cafe Kharisma. The research method was carried out to analyze the population or sample. The results of the study concluded that the effect of product quality on purchasing decisions had an effect and was also not significant on purchasing decisions. Reveals the effect of product quality but is not significant in purchasing decisions. Cafe Kharisma must improve the quality of its products and make the latest innovations. The results of his research say that price perception has a positive and significant effect on purchasing decisions. Perceived price on purchasing decisions and also the existence of a significant value on purchasing decisions. That the prices set by Cafe Kharisma are acceptable and meet the needs of student or worker buyers. The findings of this study show that social media influence has a favourable and significant impact on shopping choices. Demonstrating good social media influence will impact purchase decisions and be supported with recommendations. The conclusion of this study explains that customers who make purchases at Cafe Kharisma do not think about the quality of their products. Instead, they decide to buy because the price perception is in accordance with customer needs and is supported by the influence of social media as a support for purchases at Kharisma Cafe.

Keywords: Product Quality, Perceived Price, Social Media, and Purchasing Decisions

INTRODUCTION

Business development in Indonesia in this era of globalization continues to show rapid progress every year. Due to the intense rivalry in the business world, each entrepreneur must be able to satisfy the requirements and expectations of his clients, whether they exist today or in the future. Consumer demands will continue to increase, and every entrepreneur must take the proper steps to compete with competitors to maintain their existence and increase the profits generated. In the field of food or beverage services or restaurants, this is a business that continues to grow in Indonesia. The development of this type of business is the most critical sector in increasing national income.

Cafe Kharisma is a culinary business that prioritizes customer satisfaction, customer convenience, and others. So that customers feel satisfied and enjoy the culinary delights available or just to hang out. Cafe Kharisma was founded in 2016. It was originally just a place to hang out and drink coffee so. That is 2017, the youth had to set up a cafe and also be able to earn extra money and stood up Cafe Kharisma which was taken from the youth character, namely Charismatic. Cafe Kharisma which has a classic style concept but has a modern blend so that visitors who come are dominated by millennials and students. The food served by Cafe Kharisma has food, namely roasted rice and also cafe food, so that both students and students can be affordable with the prices offered but still taste like in a cafe. And the purpose of this study was to improve product quality, price perceptions, and the influence of social media on purchasing decisions at Cafe Kharisma.

Knowing the relationship between consumer level and products and services, marketers try to tell what causes a person to participate or not in buying their products or services (Kumala, 2012) . Product quality is something that can be given to a market as acquisition, recall, use, or possible use to fulfil a want or want. (Kotler, 2018) . Studies on the relationship between the effect of product quality and purchasing decisions have been extensively researched (Sari, 2021), saying that the impact of product quality is directly proportional to purchasing decisions.

Perceived price is the element that causes revenue, and the other elements that cause costs. Perceived price is relatively easier to understand than other elements of the marketing mix (Suryati, 2015) . Price is the nominal value of the goods/services exchanged from the buyer to the seller to obtain the goods/services the buyer needs to meet their needs and satisfaction (Amirullah, 2021). Meanwhile, research conducted by previous researchers stated that price perception has a significant level of purchasing decisions (Primary, 2020)

The creation of sophisticated technology with its internet network directly facilitates relationships between consumers to business people. The high use of the internet is directly proportional to its application in world marketing. That is, online marketing is increasingly recognized along with increasing recognition and increasing use of the internet. (Setiawati, 2016) . Social media is a container *Customers* provide information through images, text, video, or audio to other companies. While social media helps merchants establish their public personas and online presence, they may also easily enhance other forms of communication (Kotler, 2018) . The influence of social media can influence purchasing decisions

because social media can cut sales costs for companies. With the availability of social media, it can attract decisions to shop (Riskyady, 2021). However, other research shows different things (Rita, 2016), stating that the influence of social media does not affect purchasing decisions.

The purchase decision is a screening of one or two purchase decision choices, but before a purchase is made, someone is willing to make a choice, so he must choose one of them. (Gunawan, 2017). In addition, another factor that can help lure purchase decisions is product renewal. In realizing a product requires renewal so that it can sell the products offered by competitors, and each product can make the product stronger than similar products (Ernawati, 2019). Research conducted states that purchasing decisions have an influence on the purchase of customers who have an interest in the products being sold. (Sumarni, 2021).

Based on the explanation above, the authors are interested in research entitled *The Influence of Product Quality, Perceived Prices and the Influence of Social Media on Purchasing Decisions at Kharisma Cafe*.

LITERATURE RIVIEW

Product Quality

Product quality is something that is given to the market, whether there is a product (service) or not so that it can fulfil the wants and desires of the market (Agustina, 2011). his needs or wants. Every manufacturer appreciates how important it is to have good product quality to fulfil the desires of its customers in all aspects of its products that are sold to the market. (Kotler, 2016). Product quality is the amount of money or goods expected to obtain a combination of other goods and followed by providing services (Kotler, 2019). 1. Appearance 2. Texture 3. Flayor (Vaclavik, 2008). Product quality has dimensions of 1. Performance 2. Features 3. Reliability 4. Compliance with specifications 5. Durability 6. Serviceability 7. Aesthetics 8. Perceived quality (Garvin, 1984). Previous research said that the effect of product quality has an impact on consumer purchasing decisions (Fatrie, 2021), but the results are different from previous studies showing the effect of quality. Products do not affect purchasing decisions. (Diyanti, 2020). Other studies argue that product quality is more focused on the word customer, service, quality, and level of products purchased (Amrullah, 2016). According to another study, this increasingly fierce competition will require companies to offer quality products and have added value that is different from their competitor's products. (Saragih, 2018). according to previous research, product quality is Product quality has interests for consumers in managing relationships good with the product provider company (Siti, 2020). According to previous research, product quality needs special attention from companies or manufacturers (James, 2021).

Further research argues that quality is the degree or level of limitation of a product that meets its requirements or desires. Product quality plays an essential role in consumers choosing or buying a product (Dewa, 2020). From the explanation above, the hypothesis is:

H1: Product quality influences purchasing decisions

Price Perception

Perceived price is the amount of money charged from the amount or quantity of products consumers pay for the benefits of using and owning goods. (Adinata, 2018) . Price is one of the causes of *income* besides other factors, namely the cause of *costs*. *Price perception* is relatively more elastic regardless of different elements than the marketing mix. (Suryati, 2015) . Product quality and price can be competitive, price convenience price convenience. The price that appears is the same as the usability (Kotler, 2018). Previous research says that price perceptions influence customer purchasing decisions (Septiani, 2021) . However, the results from other previous studies indicate that price perception does not affect purchasing decisions. (Ratlan, 2017) . According to previous studies, price is the most frequently used product or service attribute most customers to evaluate an effect (Nofriyanti, 2012).

Further research argues that price perception is a decision made by the buyer to sell goods that begin with awareness to satisfy their needs (Arifin, 2015) . Based on other research, the perception of price is the price-fixing by the company so that the price is set correctly and is successful in marketing its goods or services (Yugi, 2016). And another opinion is the perception of price is the financial sacrifice made by the client to obtain goods or services. Meanwhile, price is the most important consideration for customers in deciding whether to complete a transaction or not. (Ratna, 2012) . From the descriptive data, the second hypothesis is:

H2: Price perception influences purchasing decisions

Social Media

With the creation of modern tools and the internet, networks facilitate open communication from buyers to sellers. In any situation, news can be generated, even if it's just browsing the information or doing sales activities. This is in line with the behaviour of sellers who use modern technology and internet networks to sell or advertise the goods they sell using *web marketing* and social media. Meanwhile, web marketing and social media need sophisticated networks and technology to access them. (Batee, 2019) . Social media is a digital platform that can provide its users with the ability to connect or socialize (communicate and interact, post business or unique content in the form of videos, photos, and written content). (Erina Alimin, 2022) .

Content Creation (Content Creator), *Content Sharing* (Promotional Venues), *Connecting* (Gathering Point), *Web Builds Community* (Web builds community) (Gunelies, 2010) . Previous research stated that the influence of social media influences purchasing decisions (Riki, 2019) . But other studies refute the press. This social media can be used to promote and communicate with buyers. If a company can take advantage of its social media web, it can become something (Annisa, 2022). the growing social media impacts communication, and Web 2.0 appears so that someone creates social relations or shares information (Anastasia, 2018) . From the explanation above, the third hypothesis is:

H3: The influence of social media influences purchasing decisions

Purchasing Decision

Purchasing decisions are the process of purchasing that determine what needs to be bought and the preferences obtained from previous activities. (Sofyan, 2014) Purchasing decisions are one way of solving problems in each of a person's actions so that goods and services purchased when fulfilling wants and desires consist of understanding wants and needs, seeking explanations, and evaluating purchasing choices (Hariadi, 2012). Evaluation of Alternatives, Information Search, Recognition Needs, Purchase Decision, Post Purchase Behavior (Kotler, 2018). Different studies understand that many factors influence purchasing choices, ranging from competition with similar companies to lifestyle and economic and social aspects. Besides that, internal factors are also very dominant in influencing factors, for example, client trust, promotions, and buying interest. (Solihin, 2020) . And some say that the purchase decision made by the buyer is following what a buyer needs, both in terms of financial and other aspects (Leily, 2019) . According to research, the process is different, where consumers assess various choices and choose one or more that require consideration (Cindhy, 2013) . Meanwhile, other studies explain that purchasing decisions are very influential and significant for purchasing decisions in terms of any aspect (Putri, 2018) . previously explained Purchasing decision is one of the stages in the purchasing decision process before post-purchase behaviour (Noviyanti, 2021).

H4: There is a simultaneous product quality, price perception, and social media influence on purchasing decisions at Cafe Kharisma

From the hypothesis above, the frame of mind can be described as below:

Thinking frame

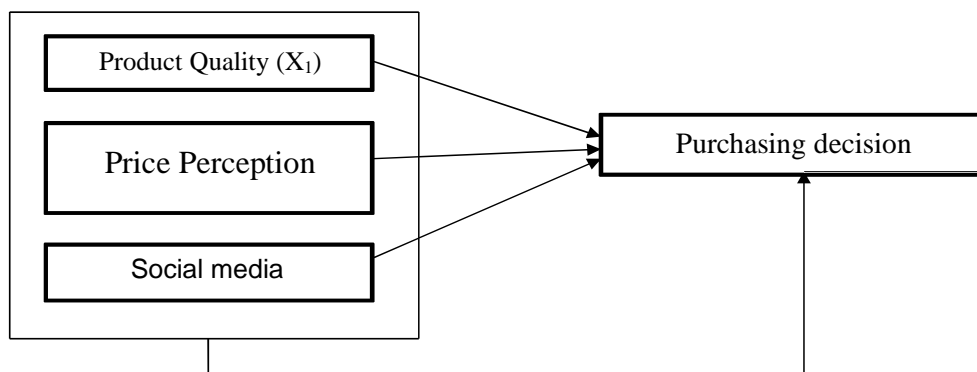


Figure 1: frame of mind

METHODOLOGY

The research method is carried out by analyzing the population or sample and collecting data using research tools. Data analysis is measurable, fully intending to test the hypotheses that have been determined. The research method

is a method, step, or scientific procedure for obtaining data for research purposes with specific goals and users (Sugiyono, 2017). This study uses quantitative research techniques. Product quality, price perceptions, and social media on Cafe Kharisma buyers are the subjects of this study. The independent variable is the influence of product quality, price perceptions, and social media, while the dependent variable is purchasing decisions. The type of research data is primary data as data obtained, not from mediators. Preliminary data were obtained from data collection through a research strategy by distributing questionnaires to Cafe Kharisma respondents. A sample of 200 respondents involved consumers in the population study, including Cafe Kharisma customers who had made a purchase. The accidental Sampling technique is used for sampling. This method of keeping samples by chance is known as unintentional sampling. Using validity and reliability tests, evaluate the data quality with 20 respondents. This research was conducted in December 2022 at Cafe Kharisma, located at Jl. no 10, kel, West Bekasi, Bekasi City, 17134. The Likert scale is a scale that uses the score on each statement to measure how a person or group of people perceive social events. The Likert scale used 5 with a score of 1 . disagree (TS), two entirely disagree (CTS), three neutral (N), four completely agree (CS), as well 5 agree (S). The independent variable of this research is the product quality, which includes exceeds the price, and the price is according to the quality of the product. The cost can be competitive, and the price is according to usability (Vaclavik, 2008) . The indicators assessed include exceeding the price, the price according to the quality of the product, the perception that prices can be competitive, and the price according to use (Kotler, 2018) . Indicators of social media influence include *Content Creation* (Content Generator), *Content Sharing* (Promotional Venue), *Connecting* (Gathering Point) , and *Building Web Community* (Web builds community) (Gunelies, 2010) . And for variable depends on the decision purchase covers identifying needs, seeking information, evaluating alternatives, decision purchase, behaviour after purchase (Kotler Keller, 2016). By describing data without trying to draw any conclusions, descriptive statistics are used to analyse data. (Sugiyono, 2016) .

The territory is the population, a generalisation made up of an object or subject chosen by the researcher to be researched before being discarded (Sugiyono, 2017). in conclusion, Before conducting data analysis, validity, reliability, and traditional assumptions were tested. SPSS program version 20 was used to test data analysis using multiple linear regression, and F, t, correlation analysis (r), and coefficient of determination (R²) tests were performed to test the hypothesis. Validity and reliability tests were conducted on 20 employees using strategic item connections with an importance level of $\alpha = 5\%$ or (0.05). Alpha Cronbach reliability test with a limit greater than 0.7. Data analysis used multiple linear regression with the help of SPSS 26 programming. Hypotheses were tested using F and t-tests, with a significance level of less than 5% or 0.05.

Respondent Profile

Table 1. Respondent Profile

Character	Information	Total	%
Gender	Man	123	59 %
	Woman	77	41 %
Work	Self - E replaced	15	10 %
	Student	61	32 %
	Employee Private Sector	124	58 %
Age	< 20 Years	42	24 %
	> 20 Years	158	76 %
Visiting Frequency	First Time Visit	121	68 %
	Second Time Visit	66	22 %
	Visit Often	13	10 %

Source: Data Processing Results

The total number of visits and responders was 200, which was derived from Table 1. Regarding gender, 123 persons were male buyers vs 77 people who were female buyers (a difference of 59%). This circumstance explains why men comprise most of the Kharisma Cafe's research participants. Regarding age, 158 respondents (or 76% of the total) were over 20, followed by 42 respondents (or 24% of the total). And 124 people (58%), or the jobs, have backgrounds as former private employees. There are 61 people (32% of the population) and 15 self-employed individuals. Additionally, there are 121 (68%) visitors who frequently visit and have a frequency of visits, specifically first-time visitors. The smallest group is frequent visitors, with only 13 people (10%), while the largest group is for the second visit, up to 66 (22%).

RESULTS AND DISCUSSION

Validity Test

The correlation between indicator values and component values is used to assess the validity of reflective indicators. Measurement of reflective indicators shows that when other indicators in the exact construct change, the arrows in that construct also change. Load factor measurements are shown in Table 2 below.

Varies	Amount Statement	No Valid	Valid
Quality Product	6	0	9
Perception Price	8	0	8
Social Media	8	0	9
Purchase Decision	8	0	9

Source: Data processed 2023

In a sample of 20 Cafe Kharisma respondents, Table 2 states that all indicators for calculating research variables are more correlated than r table 0.826, with a significance level of less than 5%. Results are considered valid.

Reliability Test

Table 3 Reliability Test

Variable	Cronbach's Alpha	Conclusion
Product Quality (X ₁)	0,962	Reliable
Price Perception (X ₂)	0,962	Reliable
Social Media (X ₃)	0,969	Reliable
Purchase decision (Y)	0,970	Reliable

Source: Data processed 2023

With a total of 20 respondents and a Cronbach alpha statistical test > 0.06 , the reliability test in Table 3 intends to determine whether the confidentiality variables in the questionnaire are consistent and reliable. The study's results stated that all the variables were $\alpha > 0.06$, which indicated that the questionnaire was reliable.

Classic assumption test

Data Normality Test

**Table 4 . Data Normality Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residuals
N		180
Normal Parameters ^b	Means	0,0000000
	Stds. Deviation	,44941248
Most Extreme Differences	Absolute	,092
	Positive	,092
	Negative	-,042
Kolmogorov-Smirnov Z		,092
Exact. Sig. (2-tailed)		0,087

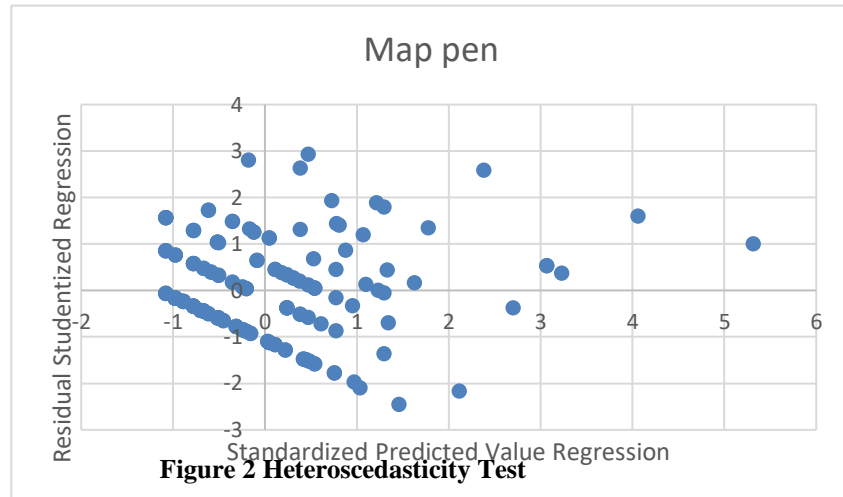
a. Test distribution is Normal.

b. Calculated from data.

Source: Data processed 2023

From table 4 above with the Kolmogorov-Smirnov test through the importance level > 0.05 . Because the significance value is ≥ 0.05 , a significance level of 0.087 is obtained, which indicates that the residual data is typically distributed. From these examinations, it tends to be suspected that standard data has been fulfilled.

Heteroscedasticity Test



Heteroscedasticity test From the picture above, each point has an unpredictable pattern and is located below the Y-hub value of 0. So there is no problem with heteroscedasticity.

Multicollinearity Test

Table 5 Multicollinearity Test

Model	Coefficients		
	Collinearity Statistics		
	Tolerance	VIF	Kesimpulan
(Constant)			
Product Quality	0,489	2,047	Non-Multicollinearity
Price Perception	0,476	2,100	Non-Multicollinearity
Social Media	0,551	1,813	Non-Multicollinearity

a. Dependent Variable: Purchase Decision
Source: Data processed 2023

The multicollinearity test can be seen in Table 5 VIF with a value of <10, tolerance > 0.1, meaning it is free from multicollinearity. The results of his research stated that the VIF value of all variables was below ten, such as the effect of product quality (2.047), perceived price (2.100), and social media (1.813), while the tolerance value was above 0.1 like (0.489) the product quality, for price perception (0.476) and social media (0.551) so that the conclusion is that the three independent variables are multicollinearity.

Linearity Test

Table 6. Linearity Test

ANOVA Table

		Sum of Squares	Df	Mean Square	F	Sig.
Purchasing Decision* Product Quality	Linearity	13,400	8	1,675	7,298	0,000
Purchase Decision*Price Perception	Linearity	5,279	8	0,660	3,033	0,003
Purchase Decision*Social Media	Linearity	5,279	8	0,660	3,033	0,003

Source: Data processed 2023

Table 6 shows that every variable independent and linearly related to the variable depends on the use method linearity. Mark significance results from test linearity of 0.05 show significant connection linearity. As a result, linearity is considered suitable.

Multiple linear regression

The search for significant and linear data was tested using SPSS version 20 with a significance level of 0.05. The table results below all variables have a direct relationship with all the positive sides of the 0.000 quality linearity test below 0.05.

The test uses multiple linear regression analysis between independent variables. With a good regression model, there is no correlation between the independent variables. If the independent variables are correlated, these variables are not symmetrical. Multiple regression is a type of regression in which there are two or more independent variables. The following relationship between product quality, price perceptions, and the impact of social media on purchasing decisions is shown in the following table created using SPSS 20:

Table 7 Multiple Linear Regression Test Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	0,139	0,123	
Product Quality	0,111	0,088	0,090
Price Perception	0,306	0,074	0,301
Social Media	0,472	0,077	0,410

a. Dependent Variable: Purchase Decision

Source: Data processed 2023

From the table above, the regression model has been obtained: purchase decision = 0.139 + 0.111 (Product quality) + 0.306 (perceived price) + 0.472 (social media).

F test**Table 8. Test F
Test F/ANOVA**

Model		Amount from Box	Df	Mean s s field	F	Sig.	Coefficient Determination (R^2)
1	Regression	31,476	3	10,492	51,078	.000 ^b	0.711
	rest of s	36.153	176	0.205			
	Total	67,629	179				

Source: Data processed 2023

The test is looking for the F test shown in Table 8, and knowing the multiple linear regression model obtained can be used to estimate the influence of product quality, price perceptions, and the impact of social media on purchasing decisions at Cafe Kharisma. The results of the regression analysis with F count = 51,078 with a significance level $\alpha = 5\%$ or 0.05. A significant value of 0.000 < 0.05 was obtained, meaning that product quality, price perceptions, and social media simultaneously had a significant effect on purchasing decisions.

T-test**Table 9. T-test
coefficient^a**

Model	T	Sig.
(Constant)	1,132	,259
Product Quality	1,260	,209
Price Perception	4,139	,000
Social Media	6,099	,000

a. Dependent Variable: Purchase Decision

The SPSS test, which is intended to describe the impact of the dependent and independent variables, is used in the test displayed in Table 9. A comparison of the significant values of 0.05 allows one to determine the t-test's influence.

From testing table 9 above, the conclusions from the data are:

This study intends to examine how product quality, price perceptions, and social media can influence purchasing decisions at Cafe Kharisma. **First**, it can be interpreted from the results of his research that the product quality on purchasing decisions is influential but not significant. There is supporting evidence in previous research. (Dewi, 2018) revealed the effect of product quality but was not substantial on purchasing decisions. So Cafe Kharisma must improve the quality of its products and make the latest innovations so that buyers have an interest and can fulfil customer desires and quality, including factors that influence purchasing

decisions. The quality of the product obtained needs to be considered for a good product because it greatly influences consumer decisions to buy goods or services. Consumer interest in buying products increases along with the increase in product quality. By offering high-quality products, a company can outperform its competitors in the market. (Cahya, 2021) Thus hypothesis 1 proves that there is no effect of product quality at Kharisma Cafe on the influence of rejected product quality variables on purchasing decisions.

Second, the results of his research state that price perceptions have a positive and significant effect on purchasing decisions. Previous research, which states that it has a positive and significant effect (Darmansah, 2020), says that there is an effect of perceived price on purchasing decisions, and there is also a considerable value effect. This indicates that the price set by Cafe Kharisma is acceptable and meets the needs of buyers, both students and workers. Good price perception has been done by explaining product purchasing innovation by combining other products and consumer innovation. He feels the fairness of the price (Mohammad, 2022), so connecting the desired outcome according to taste can adjust customer needs. So hypothesis 2 is accepted. This indicates that the prices at Cafe Kharisma, from a consumer standpoint, are pretty affordable, and it is promising that by buying the products, they can innovate products so that customers get prices that suit their needs.

Third, the findings of this study demonstrate that social media influences purchasing decisions in a favourable and significant way. According to prior research, the positive and significant influence that was demonstrated (Indriyani, 2020) demonstrates that the power of effective social media will influence purchasing decisions and is supported by recommendations (guest comments from visitors who have come), as well as active and comprehensive information from social media. All recipients of the knowledge can take that in.

Fourth, The results of this study prove that there is a simultaneous influence on product quality, price perceptions and social media on purchasing decisions. Previous research has (Agnes, 2021). stated that there is a simultaneous influence on product quality, price perceptions and social media on purchasing decisions. Besides that, there are similarities to previous research conducted (Susilawati, 2021), which states that there is a simultaneous influence of product quality, price perceptions and social media.

CONCLUSION AND RECOMMENDATION

The conclusion from the results of this study explains that customers who make purchases at Cafe Kharisma do not think about the quality of their products. Instead, they decide to purchase because they feel the price is impartial and supports sales at Kharisma Cafe through the impact of social media. Additionally, to enhance product innovation or quality so that others at the Kharisma café can feel materials with the goods that are advertised and sold at affordable prices and with strong social media engagement.

Researchers suggest providing product quality that does not impact on purchasing decisions in order to increase improving product quality by creating new innovations through social media and supporting at affordable prices so that it has

its own characteristics compared to cafes in general.

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