The Effect of Quality of Service And Price on Consumer Purchase Interest in Two Cipete Coffee In The City of Jakarta Selatan

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Abstract:

The purpose of this study was to determine the effect of service quality and price on consumer buying interest at Dua Coffee Cipete in South Jakarta City. The method used is quantitative associative. Data analysis used validity test, reliability test, classical assumption test, regression analysis, correlation coefficient analysis, coefficient of determination analysis and hypothesis testing. From the results of research, service quality has a significant effect on consumer buying interest with the regression equation $Y = -0.351 + 0.768X_1$, the correlation value of 0.762 means that the two variables have a strong level of relationship. The value of the coefficient of determination is 58.0%. Hypothesis test obtained t count > t table or (2,567 > 1,984). Thus, H0 is rejected and H1 is accepted, meaning that there is a significant effect of service quality on consumer buying interest. Price has a significant effect on consumer buying interest with the regression equation $Y = 1.814 + 1.209X_2$, the correlation value of 0.805 means that the two variables have a strong relationship level. The value of the coefficient of determination is 64.7%. Hypothesis test obtained t count > t table or (5,138 > 1,984). Thus, H0 is rejected and H2 is accepted, meaning that there is a significant effect of price on consumer buying interest. Service quality and price simultaneously have a significant effect on consumer buying interest with the regression equation $Y = -1.157 + 0.285X_1 + 0.849X_2$. The correlation value of 0.818 means that the independent variable and the dependent variable have a very strong relationship level. The value of the coefficient of determination is 67.0%. Testing the hypothesis obtained the value of F arithmetic > F table or (98.366 > 2.700). Thus H0 is rejected and H3 is accepted. This means that there is a simultaneous significant effect of service quality and price on consumer buying interest.

Keywords: Service Quality, Price, Consumer Purchase Interest

INTRODUCTION

Competition in the business world that is increasingly rapidly, makes companies compete to continue to compete and survive in the business world. Companies must be able to determine the right marketing strategy so that their business can survive and the main goals of the company can be achieved. Companies are required to be more creative and innovative so that the products produced are able to attract consumers, but in line with that the company must also be able to serve its customers well, so that consumers are loyal to our company.

The effort needed by the company to survive and win the business competition is to understand consumer behavior that will affect customer satisfaction, one of which is by serving consumers well. This customer service can work if the company has the knowledge of how to create customer satisfaction, for example, providing what consumers need from the first time they visit our company until they come home and get what they want. Services to consumers are carried out by the company to create customer satisfaction. Consumers tend to choose our products again based on the service experience they got before. Generally, the context of consumer satisfaction is the expectations of consumers which are the beliefs or estimates of the consumer about what he will receive, which is expressed both verbally and non-verbally. Consumer expectations are shaped by previous purchase knowledge and experience. These consumer expectations from time to time develop along with the increasing experience and knowledge of consumers.

Consumers should indeed be provided with satisfying and varied services. If this is ignored, it is not impossible that they will leave the company and become consumers in competing companies. This will cause a decrease in the company's revenue and in turn will reduce profits and even losses. Therefore, company leaders must try to find out what consumers want.

One of the rapidly growing industries in Indonesia is the food and beverage industry. The food and beverage industry even has the potential to be much more developed with various formats and product variations. This is proven by the proliferation of several restaurants, cafes, online shops, and stands in several areas. The development of the food and beverage business is due to changing people's lifestyles and increasingly modern cultural shifts, quite open market opportunities and also the government's efforts to protect the food and beverage business, through laws and regulations, then these opportunities are captured by several entrepreneurs in Indonesia.

According to Fandy Tjiptono (2014:268) "service quality focuses on efforts to fulfill consumer needs and desires and determine delivery to balance consumer expectations". All customers expect good service from the product he buys, both in terms of promotion, price, quality of service and also service before and after buying the product.

Intense competition in the food and beverage business line requires companies to set appropriate prices. The price in question is the price that is in accordance with the purchasing power of consumers and is able to increase company profits. According to Daryanto (2013) "price is the amount of money charged for a product or the amount of value that consumers exchange for the benefits of owning or using the product". Meanwhile, according to Sudaryono (2015) "price is an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time".

On the other hand, price is one of the flexible marketing variables that companies can play. High and low prices are the main considerations for consumers before deciding to purchase a product, therefore companies must be wise in determining the price of the products they produce.

One company with a fast growing food and beverage industry, namely Dua Coffee Cipete, South Jakarta, is a Kedai or cafe that releases packaged iced coffee with more

economical prices. Dua Coffee Cipete, South Jakarta, which is famous for its slogan, "because the first is still you" has a sweet taste like iced coffee milk which is now a hit.

Dua Coffee Cipete South Jakarta accommodates quite a number of menus, there are mainstay menus, namely Picking Mango, Sirsakeee, Earl Gray Tea, Rosalinda, New York Cheese Cake, Hainan Chicken Rice, Hot Chai Latte, and Double Espresso.

This coffee shop, which carries a relaxed but still instagramable theme, has fast wifi facilities, a comfortable place, a large prayer room, and quite a variety of products. Every customer who comes can enjoy the iced coffee milk menu and enjoy snacks while still carrying out their daily activities such as doing college assignments, meetings, or chatting casually to relieve the tired routine of the capital.

Buying interest of consumers to buy products at Dua Coffee Cipete, South Jakarta is influenced by attitudes and subjective norms of consumers. Examples of consumer attitudes are the belief in the quality of products and service quality that are sold by DuaCoffee Cipete, South Jakarta, while examples of subjective norms are consumer beliefs to follow references obtained from others. Consumers who have bought products at Dua Coffee Cipete, South Jakarta, will use it as an experience and will use this experience as a determinant of their repurchase decisions.

Increasingly fierce competition, especially in food and beverage products, so that companies can maintain their position and survive, companies must understand the characteristics of their consumers and understand how to satisfy consumers. So that by understanding behavior in the process of meeting consumer satisfaction, the company will be able to influence it, so that consumers are interested in buying our products.

Consumer complaints that make consumers tell their complaints to potential consumers and result in the loss of potential customers. This phenomenon occurs not only in decoration companies but in all service companies, so we all must know that prioritizing service quality can have a positive impact in the long term on the progress of a company.

It is known that consumers more often complain about the service of the parking area being less spacious as much as 70%, the parking area is not in accordance with the capacity of visitors so that it is not uncommon to park outside the coffee shop area as much as 20%, and the sink faucet does not function properly (water is not strong) by 10% . If this is not considered, it can affect consumer buying interest and cannot meet consumer needs. Companies are required to be able to meet consumer desires, so that consumer buying interest remains stable or even increases.

In addition to service quality, price is a very sensitive factor in attracting consumer buying interest, high prices can make consumers think twice about buying it. In this dynamic era, many people have turned into coffee shops as an option for meetings, hanging out, or even relaxing, but if the price of the product offered by the company is too expensive, it will cause potential consumers to switch.

On the other hand, price is also one of the flexible marketing variables that companies can play. High and low prices are the main considerations for consumers before deciding to buy a product, therefore companies must be wise in determining the price of the products they produce.

So it can be concluded that the price set by Dua Coffee Cipete South Jakarta is quite high, such as the iced cappuccino menu at Dua Coffee Cipete South Jakarta priced at IDR 43,000, while the ice cappuccino menu at Twin House is priced at IDR 38,000 & The Meeting Point is priced at IDR 38,400. Ice latte menu at a price of Rp. 46,000 while at the Twin House the menu is priced at Rp. 45.00 and at the Meeting Point Rp 38,400. The 1 liter bottled milk coffee menu at Dua Coffee Cipete, South Jakarta & Titik Temu has the same price of IDR 90,000, which is IDR 30,000 expensive compared to the price at Twin House. This triggers competitors with the same line of business to set lower prices.

Price is something that consumers pay attention to when making a purchase. As a consumer even identify price with value. Price is the amount of money that consumers spend to get products and services. In addition to discussing the assessment and price of Dua Coffee Cipete, South Jakarta, we must also pay attention to customer satisfaction, because when consumers are satisfied, consumers will tend to buy our products again.

The following is table 1.4 of transaction data at Dua Coffee Cipete, South Jakarta from 2018 to 2020, as follows:

Chart 1
Sales Transaction Data 2018 – 2020 Dua Coffee Cipete, South Jakarta
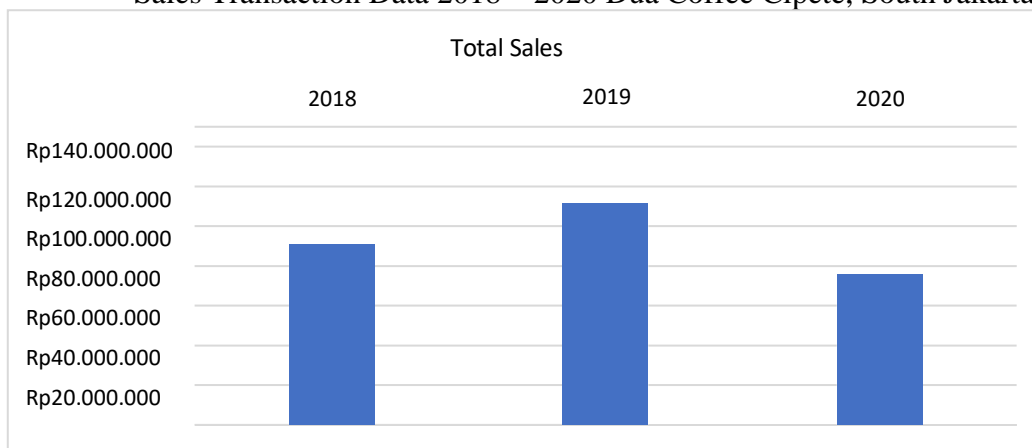
From the data above, it can be seen that sales at Dua Coffee Cipete South Jakarta from 2018 to 2019 experienced an increase due to having quite varied products, while in 2019 to 2021 the total visitors of Dua Coffee Cipete South Jakarta experienced a significant decline due to the presence of pandemic. The composition of the sales transaction data above in 2018 to early 2020 was 100% obtained from offline or dine-in sales, while in mid-2020 until the end of 2020 95% sales were obtained from online sales and 5% offline.

The company needs a special strategy to attract consumer buying interest, namely by improving the existing services at Dua Coffee Cipete, South Jakarta. Based on the background above, the author is interested in researching service quality and price in relation to consumer buying interest.

RESEARCH METHOD

The research method is a discussion of the theoretical concepts of various methods, their strengths and weaknesses, which in scientific work is continued with the selection of the method used. In research there are two types of research methods, namely quantitative research methods and qualitative research methods.

In quantitative research, theory is used as a guide for formulating problem formulations, hypotheses, and research variables. On the other hand, in qualitative research, theory is temporary depending on developments in the field. Likewise, the quantitative research design has remained relatively unchanged from the proposed proposal. On the other hand, qualitative research designs develop according to the information obtained in the field. (Sarmanu: 2017).

In this study, the authors chose to use a mixed method of associative quantitative research, in which the associative quantitative research method is a type of research whose specifications are systematic, well-planned and clearly structured from the start to the design of the research. Therefore, this research was conducted to answer the problem formulation using a concept or theory.

According to Sugiyono (2017:8) "quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations

or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/ statistics, with the aim of testing the established hypotheses. According to Sugiyono (2017:8) "Associative research is research that aims to determine the influence or relationship between two or more variables".

RESEARCH RESULTS AND DISCUSSION

Dua Coffee was founded by two old friends who saw an opportunity to build a specialty coffee shop based on their love of coffee, they started learning more about coffee and also getting to know farmers. After almost a year of research, they finally had the courage to open a shop in a small place in Cipete in 2016. In 2017 they had the opportunity to move to a bigger place and still in the Cipete area, and in 2019 Dua Coffee already has 3 branches. others are in Bintaro, Taman Cempaka, Bandung, and Washington DC, United States of America.

Dua Coffee hopes to become a daily necessity for local coffee connoisseurs, a place to relax when consumers are trying to unwind from the routine of daily life and can also be a meeting place. With the increasing demand for high quality coffee and satisfying service to consumers, Dua Coffee wants to build closeness with its consumers.

Dua Coffee offers consumers with the best coffee which will be complemented by pastries to enjoy their visit, Dua Coffee tries its best to create a warm place where consumers can talk to each other in a comfortable and relaxed environment while enjoying coffee and food served.

1. The Influence of Service Quality (X1) on Consumer Purchase Interest (Y)

Based on the results of the analysis, the value of the regression equation $Y = -0.351 + 0.768X1$, the value of the correlation coefficient is 0.762, which means that the two variables have a strong relationship, the value of determination or contribution of influence is 0.580 or 58.0% while the rest is 42, 0% is influenced by other factors. Hypothesis testing is obtained by the value of t arithmetic > t $_{table}$ or (2.567 > 1.984), thus H0 is rejected and H1 is accepted. it means that there is a significant effect of service quality on consumer buying interest.

2. The Influence of Price (X2) on Consumer Purchase Interest (Y)

Based on the results of the analysis, the regression equation value is $Y=1.814 + 1.209X2$, the correlation coefficient value is 0.805, which means that the two variables have a strong relationship, the value of determination or contribution of influence is 0.647 or 64.7% while the remaining 35.3 % influenced by other factors. Hypothesis test obtained value of t count > t $_{table}$ or (5,138 > 1,984). Thus, H0 is rejected and H2 is accepted, meaning that there is a significant effect of price on consumer buying interest.

3. The Influence of Service Quality (X1) and Price (X2) on Consumer Purchase Interest (Y)

Based on the results of the study, it shows that service quality (X1) and price (X2) have a significant effect on buying interest with the regression equation $Y = -1.157 + 0.285X1 + 0.849X2$. The value of the correlation coefficient or the level of relationship between the independent variable and the dependent variable is obtained at 0.818, which means that the two variables have a very strong relationship level. The value of the coefficient of determination or the contribution of its influence is 67.0% while the remaining 33.0% is influenced by other factors. Hypothesis test obtained value of F arithmetic > F table or (98.366 > 2.700). Thus H0 is rejected and H3 is accepted. This means that there is a simultaneous significant influence between the price level on consumer buying interest.

CONCLUSION

This study aims to determine the effect of service quality and price on consumer buying interest on consumer buying interest at Dua Coffee Cipete in South Jakarta City. Based

on the analysis of the data that has been obtained and the discussion that has been stated in the previous chapter, the researchers draw the following conclusions:

1. Effect of Service Quality on Consumer Purchase Interest Service quality has a significant effect on consumer buying interest with the regression equation $Y = -0.351 + 0.768X1$, the correlation value of 0.762 means that the two variables have a strong relationship level. The value of the coefficient of determination is 58.0%. Hypothesis test obtained t count > t table or (2,567 > 1,984). Thus, H0 is rejected and H1 is accepted, meaning that there is a significant effect of service quality on consumer buying interest.

2. Effect of Price on Consumer Purchase Interest Service quality has a significant effect on consumer buying interest with the regression equation $Y=1.814 + 1.209X2$, the correlation value is 0.805, which means that the two variables have a strong relationship level. The value of the coefficient of determination is 64.7%. Hypothesis test obtained t count > t table or (5,138 > 1,984). Thus, H0 is rejected and H2 is accepted, meaning that there is a significant effect of price on buying interest.

3. The Influence of Service Quality and Price on Consumer Buying Interest (simultaneously) Service Quality and Price have a significant effect on consumer buying interest with the regression equation $Y = -1.157 + 0.285X1 + 0.849X2$, the correlation value is 0.818 which means that the two variables have a degree of relationship very strong. The value of the coefficient of determination is 67.0% while the remaining 33.0% is influenced by other factors. Hypothesis test obtained F count > F table or (98,366 > 2,700). Thus H0 is rejected and H3 is accepted. This means that there is a simultaneous significant effect between service quality and price on consumer buying interest.

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