

## The Influence of Location, Promotion, and Service Quality on Purchase Interest in Coffee Bento in Cirebon City

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### ABSTRAK

In Indonesia, the habit of drinking coffee has become part of people's lives, and cafes are not only a place to enjoy coffee but also a place for various social and business activities. Although the coffee shop business promises great opportunities, it also faces stiff competition. One of the key factors in winning competition is understanding and fulfilling customer needs and satisfaction. This research aims to determine the relationship between location, advertising, and service quality on customer purchase intentions at Bento Kopi, a cafe in the city of Cirebon. Using quantitative methods, data was collected by distributing questionnaires to 100 respondents selected using purposive sampling. Data analysis was carried out using classical assumption tests, multiple linear regression, and hypothesis testing. The findings show that there is a positive relationship between location, advertising, service quality, and customer purchase intentions. Based on the findings of this research, shows that location, advertising, and service quality simultaneously influence consumer purchasing intentions. This shows that location, advertising, and service quality influence consumer purchasing intentions. This is very important to satisfy the desires of purchasing decisions which until now only represent the interests of consumers.

## INTRODUCTION

Drinking coffee is a long tradition among Indonesian people. Indonesia is one of the leading coffee bean-producing countries in the world. There are countless coffee lovers in Indonesia, from teenagers, and adults to the elderly (Ramadhan, 2021). As time goes by, cafes have become not only places for consumption activities but also a place to relax, work meetings, and gather with relatives. Currently, the trend among Indonesian people is drinking coffee. It's not surprising that many cafes have sprung up, ranging from small food stalls to upscale cafes. Seeing this trend, the coffee shop business also has potential. However, businesses also face challenges, especially due to competition between companies. Not only are there more opportunities, but also more people are interested in the business. Not only do you have a lot of capital, but you also need to hone your knowledge about coffee. Most coffee shop entrepreneurs are people who have known or enjoyed the world of coffee for years. The new lifestyle created by the current generation has increased competition in the coffee industry to a new level where only the best can survive. Therefore, companies must have competitiveness. One of the conditions that must be met by business actors to compete is to try to attract and retain customers (Sembiring & Supriyanto, 2021). Customers are a very important element in the development of a company. Without customers, a company cannot do business. Therefore, companies need to provide value to their customers and leave a deep impression of satisfaction with their services.

Of course, there is competition in this area of the market, and providing the best service is nothing new. As a result of dynamic changes in human thought patterns and increasingly sophisticated technological changes, business development, especially in Indonesia, is experiencing very rapid progress. Company location is important to the company's success. The reason is, that to run its business, companies need to choose a strategic location in an area that is close to crowds and community activities and is easily accessible to consumers. Another important factor is advertising, especially on social media. It cannot be denied that the increase in the number of internet users is one of the factors driving changes in consumer lifestyles and shopping habits. If the retail store is located in a strategic location, consumers will be more satisfied because they will not have difficulty getting products (Firdiyansyah, 2017).

An equally important part of the marketing mix is advertising. Advertising plays an important role in communicating the existence and value of a product to potential consumers. The more attractive the promotions run by a company, the more consumers will be able to find out about the company's products, and the faster consumers will get information about the products they are looking for. Consumers are satisfied with the information they receive through product promotions without advertising; Look for information yourself (Adriani and Realize 2018).

Apart from the rapid development of business, the quality of service also has a big impact on the company and the store itself. Service quality has become something that consumers and buyers pay attention to. The quality of service provided by the shop is aimed at providing comfort to consumers in carrying out business processes. Service quality has an important influence, so both goods and services must provide good service to consumers or buyers.

Annual data is accompanied by an increase in national coffee consumption which grew from 250,000 tonnes to 294,000 tonnes (ICO, 2019). In general, people who consume coffee in Indonesia, especially in the city of Cirebon, are dominated by young people. The city of Cirebon has experienced growth in the number of cafes which increases further every year. According to BPS Cirebon data (2020), the 17-24 age group is 203,455, namely 103,759 men and 99,696 women. Coffee development in the city of Cirebon has rapid strength. According to BPS (2019), there are around 85 coffee shops in the city of Cirebon which of course not only offer coffee but also various other interesting menus.

Currently, various cafes with different concepts are increasingly popular. One of them in Cirebon is a cafe called Bento Kopi which has an indoor and outdoor concept which is a place to gather with friends and is often also used for certain events. Apart from that, bento coffee has more than 2000 followers on social media. The photos in their Instagram feed are neatly conceptualized, such as offering products, promotions, bundling, and discounts. The number of likes and responses left in the comments column shows positive responses. Then bento Coffee also has a 4.3-star rating from 796 reviews, which is good compared to other coffee shops in the area.

This coffee shop called Bento Kopi is one of the coffee shops in the city of Cirebon. Bento Kopi is a business entity operating in the culinary sector which is located at Majasem, Jl. Struggle, Karyamulya, District. Kesambi, Cirebon City, West Java 45131. Bento Kopi is one of the coffee shops which will start operating from 22 August 2022. The advantage of Bento Kopi is its wide area. We intend to research the coffee shop to see if there is a connection between location, promotion, and service satisfaction which causes an increase in buying interest at the Bento Kopi coffee shop. Based on the background above, we are interested in conducting further research regarding location, promotion, and service quality on purchasing interest at the Bento Kopi coffee shop in the city of Cirebon. Based on the background above, the formulation of the proposed research problem is: 1). How does location influence purchasing interest, 2). How does promotion influence purchasing interest, 3). How does service quality influence purchasing interest, 4). The influence of location, promotion, and service quality on purchasing interest. This research aims to determine the influence of location, promotion and service quality on purchasing interest.

The difference between this research and previous research lies in the variables, previous research was conducted by Rafika Kaharuddin, Mustari, Rahmatullah, Muhammad Dinar, and Muh. Ihsan Said discusses the Influence of Price, Service Quality, Promotion, and Location on Consumer Satisfaction. The research results show that the variables price, service quality, promotion, and location simultaneously influence consumer satisfaction at Masagena Coffee in Makassar City. Partially, price variables and location variables have an insignificant positive influence on consumer satisfaction at Masagena Coffee in Makassar City. Data collection techniques used in this research include observation, questionnaires, and documentation. All consumers from Masagena Coffee were used as samples, which were then distributed to 100 respondents. Thus, it can be concluded that service quality and promotion have a more significant influence on consumer satisfaction compared to price and location in the context of Masagena Coffee in Makassar City.

## **THEORITICAL REVIEW**

### ***Location***

Location is where a company operates and sells its products. Location is the most important success factor. To maximize profits, shops, and commercial establishments must be located in locations that are easily accessible to customers and close to service centers (Sandira et al., 2021). According to Arianto and Satrio (2020), the most important factor in the development of a business is the location of the business in the city, how to get there, and how long it takes to find a place of business. Location or location is a combination of location decisions and distribution channels, in this case, related to how to provide customers and the strategic location of the location. Location refers to the place where a company is headquartered and does business (Husen et al, 2019). Based on the explanation above, we can conclude that a place is a place where a company is located and carries out its production activities.

### ***Promotion***

Promotional activities are aimed at disseminating information, attracting attention, creating and generating desire, and can foster a desire to create primary demand. On the other hand, advertising strategies can lead to selective demand, that is, the acquisition of certain brands. The purpose of advertising may be to persuade consumers to buy a product or service. Advertising language uses sweet and attractive words to give buyers the impression that you are offering a product that is already on offer. According to (Septiano & Sari, 2021) Promotion is the communication of the intended marketing.

Both to inform, motivate, and encourage consumers to buy certain goods to increase their income or receive bonuses. Ellis et al. (2019) in the journal "Journal of Marketing Research" found that targeted promotions are more effective than mass promotions.

### *Service quality.*

According to Tjiptono (Rahmah, 2020), Service quality is the expected level of excellence, and controlling this level of excellence to meet customer needs. Kotler and Keller as translated in Ariyanti et al (2022) According to the definition, satisfaction is a reaction to an individual's satisfaction or dissatisfaction with expectations regarding the performance or results of a product or service. According to Hasmiati et al (2020). In this current era, where consumers are the main part of a company's existence, companies need to understand every customer's behavior. Because it is very easy for customers to learn about products in this scenario, companies must be able to provide interesting information that attracts customers' attention. Consumers now have greater mobility and choice in shopping, including online shopping. Customers usually choose products of comparable quality, receiving products that are cheaper but of higher quality to attract more customers, such as retaining existing customers, dealing with dissatisfied customers, and creating targeted business rules (Haeriah et al., n.d.)

### *Purchase Interest*

Purchase interest is an impulse from a person's thoughts to a product to make a decision on the product they want (Palilati, 2007). According to Said (2019), Purchase intention is a person's attitude towards products or brands that influence purchasing decisions. Purchase intention is a form of consumer behavior that shows the desire to buy. The purchase intention is a very important thing to maintain the company's existence (Rachbini, 2018). From the several definitions of purchase intention above, it can be concluded that purchase intention is the behavior and intention of consumers to buy a product due to interest and belief in the product.

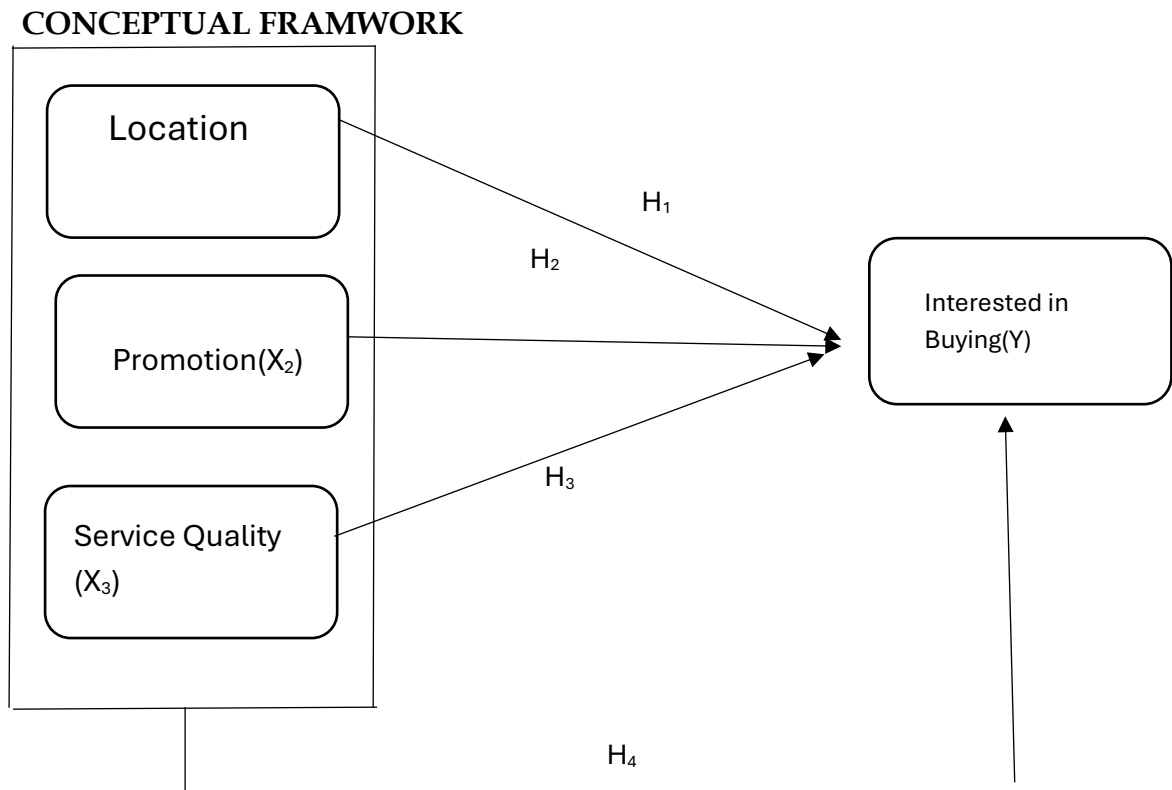


Figure 1. Research Model  
Sumber: r:konse | psi pribadi | di pe | nulis (2024)

## ME | THODS

### *Types of Research*

This research uses quantitative research methods, which are research methods based on the philosophy of positivism, used to examine specific populations or samples, and data collection uses research instruments with the aim of testing predetermined hypotheses (Sugiyono 2016). The variables in this research are location (X<sub>1</sub>), promotion (X<sub>2</sub>), service quality (X<sub>3</sub>), and purchase interest (Y).

### *Population and Sample*

The population in this research is all consumers who have visited the Bento Kopi coffee shop in Cirebon. The sample used in this research is 100 respondents selected using purposive sampling technique.

**Analisa**: In data processing, researchers conduct classical assumption tests (normality test, multicollinearity test, heteroscedasticity test). In addition, researchers also perform multiple linear regression analysis and hypothesis testing, including partial t-test and simultaneous F-test, and finally, the coefficient of determination ( $R^2$ ) test.

## RESULT AND DISCUSSION

### Characteristics of Respondents

**Table 5.1 Characteristics of Respondents**

Respondents Based on Gender

Gender				
	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid laki-laki	32	32.0	32.0	32.0
Valid perempuan	68	68.0	68.0	100.0
Total	100	100.0	100.0	

SOURCE: olah data primer 2024

Based on the table above, it can be seen that female respondents constitute the majority of visitors, amounting to 68%, while male respondents make up 32%.

Respondent based on age

Age				
	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid 18	4	4.0	4.0	4.0
Valid 19	3	3.0	3.0	7.0
Valid 20	3	3.0	3.0	10.0
Valid 21	36	36.0	36.0	46.0
Valid 22	39	39.0	39.0	85.0
Valid 23	8	8.0	8.0	93.0
Valid 24	7	7.0	7.0	100.0
Total	100	100.0	100.0	

SOURCE: olah data primer 2024

Based on the table, it can be seen that the visitors who come to Bento Coffee are mainly 22 years old, accounting for 39% of the visitors. Additionally, visitors

aged 21 years old account for 36%, visitors aged 23 years old account for 8%, visitors aged 24 years old account for 7%, visitors aged 18 years old account for 4%, visitors aged 19 years old account for 3%, and visitors aged 20 years old account for 3%.

## THE RESULTS OF THE DATA ANALYSIS

The purpose of conducting this research is to determine the influence of location, promotion, and service quality on consumer buying behavior at Bento Coffee in Cirebon City.

### Validity Test Result

**Table 5.2: Results of Validity Test**

Va   ria   b   le	indika   tor	Nila   i Kore   la   si	Sig. Ta   ile   d	ke   te   ra   nga   n
Loka   si (x1)	X1.1	0,802	0,000	VA   LID
	X1.2	0,745	0,000	VA   LID
	X1.3	0,771	0,000	VA   LID
	X1.4	0,595	0,000	VA   LID
				VA   LID
Promosi (x2)	X2.1	0,731	0,000	VA   LID
	X2.2	0,709	0,000	VA   LID
	X2.3	0,744	0,000	VA   LID
	X2.4	0,732	0,000	VA   LID
	X2.5	0,772	0,000	VA   LID
Kua   lita   s Pe   la   ya   na   n (x3)	X3.1	0,789	0,000	VA   LID
	X3.2	0,846	0,000	VA   LID
	X3.3	0,700	0,000	VA   LID
	X3.4	0,715	0,000	VA   LID
	X3.5	0,799	0,000	VA   LID
	Y1.1	0,862	0,000	VA   LID

Mina   t   Be   li (y)	Y1.2	0,848	0,000	VA   LID
	Y1.3	0,748	0,000	VA   LID
	Y1.4	0,624	0,000	VA   LID

Sourcer : ola | h da | ta | prime | r 2024

Based on the data, it can be observed that the significance values for each indicator are less than ( $0.000 < 0.05$ ), thus it can be concluded that all the questions are valid.

### Realibility test Result

**Table 5.3: Results of Reliability Test**

Va   ria   be   l	Cronba   ch A   lpha	Nila   i ba   ta   s Re   a   lible	Ke   te   ra   nga   n
Loka   si (x1)	0,709	0,70	Re   a   lible
Promosi (x2)	0,785	0,70	Re   a   lible
Kua   lita   s Pe   la   ya   na   n (X3)	0,830	0,70	Re   a   lible
Mina   t Be   li (Y)	0,769	0,70	Re   a   lible

Source : ola | h da | ta | prime | r 2024

Looking at the table, it is indicated that the Cronbach's Alpha (x1) for location is  $0.709 > 0.70$ , (x2) for promotion is  $0.785 > 0.70$ , (x3) for service quality is  $0.830 > 0.70$ , and (y) for Purchase Intention is  $0.769 > 0.70$ . Therefore, it can be concluded that the questionnaire presented is reliable.

## Normality Test Result

**Table 5.4: Results of Normality Test**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal	Mean	.0000000
Parameters <sup>a, b</sup>	Std. Deviation	1.86012910
Most Extreme Differences	Absolute Positive	.067
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200 <sup>c, d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source : olah data primer 2024

Based on the data, it can be observed that the Asym. Sig. (2-tailed) value is 0.200 > 0.05, which means that the variable in question follows a normal distribution

## The Results of Multicollinearity Test

**Table 5.5: Results of Multicollinearity Test**

### Coefficients<sup>a</sup>

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
x1	.696	1.436
x2	.448	2.234
x3	.431	2.323

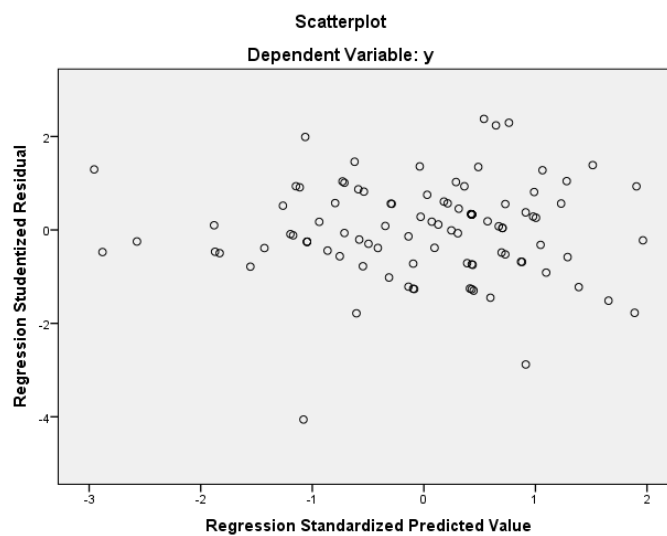
a. Dependent Variable : y

Source : olah data primer 2024

The calculation results show that none of the independent variables have a Tolerance value less than 0.10, and the Variance Inflation Factor (VIF) indicates that there is no VIF value greater than 0.10 for any independent variable. It can be noted that the Tolerance values obtained for each variable are as follows: Promotion 0.696 with a VIF of 1.436, Location 0.448 with a VIF of 2.234, and Recommendation 0.431 with a VIF of 2.323. Based on these evaluation results, it can be concluded that multicollinearity is not present.

### The Results of Heteroskedasticity Test

**Table 5.6: Results of Heteroskedasticity Test**



Source : ola | h da | ta | prime | r 2024

Based on the scatterplot provided, it can be concluded that the points on the graph are scattered randomly, both above and below the line of best fit, and do not converge to any specific points or form a pattern. The spread appears to be consistent, with no systematic pattern emerging. Therefore, it can be inferred that there is no heteroskedasticity present.

### The Results of Multiple Linear Regression Analysis

**Table 5.7: Results of Multiple Linear Regression Analysis**

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
1 (Constant)	3.939	.397	9.918	.000
Location	-.107	.028	-3.801	.000
Promotion	.045	.019	2.318	.023
Service Quality	.644	.014	46.889	.000

a. Dependent Variable: Y1

Sumber: olah data primer 2024

Based on the data provided, the regression equation can be formulated as follows: Purchase Intention = 3.939 - 0.107(Location) + 0.045(Promotion) + 0.644(Service Quality)

The model indicates that

1. The constant value of 3.939 indicates that if the variables Location, Promotion, and Service Quality have a value of zero (constant), then the variable Y will have a value of 3.939.
2. The coefficient value of variable X1 is negative (-0.107), indicating that if variable X1 increases, then variable Y will decrease.
3. The coefficient value of variable X2 is positive at 0.045, indicating that if variable X2 increases, then variable Y will also increase.
4. The coefficient value of variable X3 is positive at 0.644, indicating that if variable X3 increases, then variable Y will also increase..

**Test Result t (Parsial)**

**Table 5.8 Test Result t (Parsial)**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.939	.397		9.918	.000
	Location	-.107	.028	-.098	-3.801	.000
	Promotion	.045	.019	.064	2.318	.023
	Service quality	.644	.014	1.008	46.889	.000

a. Dependent Variable: Y1

Sumber: olah data prime r 2024

Each partial test above can be explained as follows:

Test results from location variables. The calculated T value for variable X1 location is obtained

-3.801, while the T table value obtained is 1.985 and the significant value is 0.000 < 0.05. So Ha is accepted and Ho is rejected. This can be interpreted as meaning that location influences buying interest.

T test results from the promotion variable. The T value obtained for the promotion variable So Hal is accepted and Ho is rejected. This can be interpreted as meaning that promotions influence purchasing interest.

T test results from the service quality variable. The calculated T value for the variable So Ha | accepted and Ho rejected. This can be interpreted as meaning that service quality influences purchasing interest.

**Test Result F (Simultaneous)**

**Table 5.9 Test Result (Simultaneous)**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	386.362	3	128.787	36.093	.000 <sup>b</sup>
	Residual	342.548	96	3.568		
	Total	728.910	99			

a. Dependent Variable: minat beli

b. Predictors: (Constant), kualitas pelayanan, lokasi, promosi

Source: olah data primer 2024

Based on the table above, the calculated F result is 36,093. So from the data above it can be concluded that the sig value of the effect of X1, simultaneously on variable Y

#### Coefficient of determination test results

**Table 15.10 Coefficient of determination test results**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 <sup>a</sup>	.530	.515	1.889

a. Predictors: (Constant), kualitas pelayanan, lokasi, promosi

Source: olah data primer 2024

Based on the table above, it can be seen that the Adjusted R Square value is 0.515 (51.5%). This indicates that the three independent variables, namely Location (X1), Promotion (X2), and Service Quality (X3) in this study, can explain 51.5% of the dependent variable, which is Purchase Intention (Y). Meanwhile, the remaining 48.5% (100% - 51.5%) is influenced by other variables outside of this regression model.

## DISCUSSION

### 1. The influence of location on purchase intention

Based on the results of the multiple linear regression analysis, the location variable has a negative value (-) of -0.107 with a t-value of -3.801, which is greater than the t-table value of 1.985, and a significance value of 0.000, which is less than 0.05. This indicates that the location variable has a negative but significant influence on the purchase intention variable, and the previously proposed hypothesis is accepted, that location has a negative but significant influence on purchase intention at Bento Kopi. This finding is not consistent with previous research conducted by Faisal Hardiansyah, Mahmud Nunung, and Ismail Rasulong (2019) on the influence of Location, Price, and Promotion on Purchasing Decisions at Singapore Restaurant in Makassar City. Their study showed that location had a negative and insignificant effect on purchasing decisions

This is in line with the theory of Tjiptono (2019), which explains that in selecting a location, there are various factors to consider. In this study, the indicator used for choosing a location includes visibility, which refers to a place or location that is clearly visible from a normal viewing distance.

### *2. The Influence of Promotion on Purchase Intention*

Based on the results of the multiple linear regression analysis, the promotion variable has a positive value of 0.045 with a t-value of 2.318, which is greater than the t-table value of 1.985, and a significance value of 0.023, which is less than 0.05. This indicates that the promotion variable has a positive and significant influence on the purchase intention variable. Therefore, the previously proposed hypothesis is accepted, that promotion has a positive and significant influence on purchase intention at Bento Kopi.

This is supported and in line with previous research conducted by Muhammad Rezqi Robi, Andrian, and Franciscus Dwikojo Sri Sumantyo (2023) titled "The Role of Promotion, Service Quality, and Location at Qesera Coffee and Park Bekasi Utara on Consumer Purchase Intention." The hypothesis testing results indicated that promotion, both partially and simultaneously, has a positive and significant influence on consumer purchase intention.

### *3. The influence of service quality on purchasing interest.*

Based on the multiple regression analysis, the service quality variable has a positive value of 0.644 with a calculated t-value of 46.889 > table value of 1.985 and a significance value of 0.000 < 0.05. This indicates that the service quality variable has a positive influence and significant effect on the purchasing interest variable, confirming the previously proposed hypothesis that service quality has a positive and significant influence on purchasing interest at Bento Coffee.

This aligns with a previous study conducted by Ermawati, Riza Putri Utami, and Irham Pakkawaru in 2020 titled "The Influence of Service Quality on Consumer Purchasing Interest: A Case Study of Puput Yellow Rice in Kayumalue," which showed that the service quality variable significantly influences consumer purchasing interest.

### *4. The Influence of Location, Promotion, and Service Quality on Purchasing Interest*

Based on the results of hypothesis testing (f test), the fcount value is 36.093 > ftable 2.70 and has a significance value of 0.000 < 0.05. So it can be concluded that location, promotion and service quality have a positive and significant effect on consumer buying interest. Based on the results of data analysis, location, promotions and service quality have a significant effect on purchasing interest. This means that there is a simultaneous influence of three X variables on variable Y.

## CONCLUSION AND RECOMENDATION

According to the research results, several conclusions can be drawn, including:

1. Based on the research conducted, it can be inferred that location has a partial influence on consumer purchasing intention. These findings explain that location has a significant influence on increasing consumer purchasing intention. When selecting a business location, factors such as environmental conditions, population density in the area, and accessibility to public transportation should be taken into consideration.
2. Based on the conducted research, it is evident that advertisements have a partial influence on consumer purchasing intention. This leads us to the conclusion that the better the advertisements, the more people are likely to buy.
3. Based on the conducted research, it can be observed that service quality partially influences consumer purchasing intention. It can be concluded that the better the service quality, the greater its influence on purchasing intention.
4. Based on this research, it is evident that location, advertising, and service quality collectively influence consumer purchasing intention. This indicates that location, advertising, and service quality collectively influence consumer purchasing intention. This is crucial in addressing the purchasing decisions that so far only represent consumer interests.

The writer acknowledges that this research has limitations and uncertainties, yet hopes that it can be beneficial for relevant parties, including

1. For business entities,

For Bento Coffee, this research can be utilized to understand the influence of location, advertising, and service quality on the coffee purchasing behavior in the city of Cirebon. It enables the business owner to adopt suitable business strategies by providing strategic locations, attractive promotions, and optimal service quality.

2. For future research,

It is recommended that for further research, if you want to conduct research on the same theme, it is recommended to look for different variables that can influence consumer buying interest so that it can also be beneficial for similar business people and other types of business. The research model in this study can be used again for future research, but with different populations and samples.

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