



## Factor Analysis Of Purchasing Decisions Kopi Janji Jiwa In Bengkulu City (Factor Analysis Of The Purchase Decision Of Janji Jiwa Coffee In Bengkulu City)

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**Abstract.** Kopi Janji Jiwa, located in Bengkulu City, has become part of the coffee-loving community, with various menu variants offered, making more and more consumers come, the menu offered at Kopi Janji Jiwa is very diverse, starting from menus containing coffee, without coffee, earl gray series, soeram series, berry series, pandan series and the newest series, namely the milk tea series. The decision to purchase a product is the final action in the process of purchasing a product. Producers must understand what consumers actually expect from a product, so they can carry out appropriate marketing strategies to achieve sales goals. Several factors that influence consumers in making purchasing decisions include price, product, consumer tastes, location and promotion. This research aims to analyze purchasing decisions at Kopi Janji Jiwa, Bengkulu City and to analyze factors related to purchasing decisions for Kopi Janji Jiwa, Bengkulu City. Determining the research location was carried out purposively, using primary data and secondary data. The data analysis method used in this research is descriptive analysis which aims to answer the first objective of this research, namely the decision to purchase Janji Jiwa Coffee in Bengkulu City. To analyze factors related to purchasing decisions, non-parametric statistical analysis methods are used, namely the Spearman Rank correlation test. To find out whether there is a relationship between variable X and variable Y, a non-parametric statistical analysis tool is used, namely the Spearman Rank correlation test (Rs). The results of this research, namely answering the first problem formulation with the Purchase Decision Assessment, have a final score of 4.04, which means it is included in the good category. Factors related to the decision to purchase Janji Jiwa Coffee are product, price, place and promotion with the decision to purchase Janji Jiwa Coffee having a very significant relationship with a strong relationship with the decision to purchase Janji Jiwa Coffee in Bengkulu City.

**Keywords:** *Janji Jiwa Coffee, Purchase Decision Analysis, Purchase Decision Factors*

### INTRODUCTION

The current era of globalisation requires people to always make changes, no matter how small, including lifestyle changes. One example of a lifestyle in the era of globalisation is coffee consumption. The lifestyle that has increased coffee consumption over time has led to the development of coffee drinks offered to consumers (Suryawan et al., 2018). However, since a better way of processing coffee fruit was found, it turned out that coffee became a drink besides being nutritious it also has a distinctive aroma and tastes delicious, finally coffee became famous so that it spread in various countries (Najiyanti and Danarti, 2017). Coffee is one of the most important commodities in Indonesia's plantation industry. Raw coffee plays a very important role in the Indonesian economy, raw coffee acts as a source of income for coffee farmers, a producer of industrial raw materials, a source of state currency, and also acts as a link. supplier. employment opportunities and a great influence in the field of trade (exports and

imports). Coffee is also one of the most popular agricultural-based drinks in Indonesia (Suryawan, 2018). The innovations made by each cafe are very different, such as competitive prices, the atmosphere offered by each shop, a varied menu with different flavour choices, friendly service or other entertainment at each location (Kamaluddin, 2018). Coffee shops in Bengkulu city are quite diverse ranging from Kopi Lain Hat, Kopi Janji Kawin, Kopi Kulo, CLBK, Coffee Corner as well as Kopi Ketje and Kopi Janji Jiwa.

These cafes offer different menus and different features. Kedai Kopi Janji Jiwa managed to get 3rd place in the article 'Cold War' Modern Jakarta Coffee, which one is the best?, 5 coffee brands in the article are Kopi Kulo, Toko Kopi Kulo, Kopi Janji Jiwa, Sagaleh and Copy Cuan (Noviana, 2018). The decision to buy a product is the final step in the process of buying a product. Manufacturers must understand what consumers actually expect from a product in order to implement the right marketing strategy to achieve sales. Some of the factors that influence consumer purchasing decisions include price, product, consumer tastes, location, and promotion. These factors can influence how consumers make decisions before buying Janji Jiwa Coffee products in Bengkulu.

## **LITERATURE REVIEW**

### **Consumer Behaviour**

Consumer behaviour is the process and activities of individuals or groups in choosing, buying, using, and evaluating products or services to meet their needs and wants (Schiffman & Kanuk, 2010). Factors that influence consumer behaviour can be divided into internal factors (motivation, perception, attitude, and experience) and external factors (culture, social class, and reference group). The study of consumer behaviour helps to understand the factors that drive purchases, particularly in products such as coffee that are now also associated with lifestyle.

### **Purchasing Decisions**

According to Kotler and Keller (2016), purchasing decisions are the process consumers go through in making choices about a product or service. This process consists of several stages, namely:

1. Need recognition: Consumers realise a need or desire.
2. Information search: Consumers start looking for information about product alternatives.
3. Evaluation of alternatives: Consumers consider various product options.
4. Purchase decision: Consumers choose and make a purchase.
5. Post-purchase behaviour: Consumers evaluate their decisions after purchase
6. Brand Image and Purchasing Decisions
7. Brand image is the consumer's perception of a particular brand based on experience and information received (Aaker, 2009). Strong brands such as Soul Promise usually have positive associations in the eyes of consumers, which can increase purchase intentions and decisions.

## **METHODS**

To answer the first objective of this study, namely purchasing decisions, descriptive analysis was used. This analysis aims to describe how consumer purchasing decisions for Janji Jiwa Coffee in Bengkulu City. The data collection process was carried out using a Likert scale to calculate the value of each independent variable (variable X) as well as the purchasing decision variable.

After the value of each variable is collected, the next step is to calculate the total value of these variables. The variables analysed include price, product, consumer tastes, location, and

promotion. Each of these variables is measured to see how much influence it has on consumer purchasing decisions.

Purchasing decisions were then categorised into five levels, namely:

1. Very Poor
2. Bad
3. Fairly Good
4. Good
5. Very Good

This grouping makes it easier for analysis in understanding how consumers perceive Janji Jiwa Coffee based on predetermined variables. Furthermore, to determine the rating scale of each category, the scale range formula is used. This formula helps determine the boundaries of the values in each category, making it easier to interpret data and assess the level of purchasing decisions.

Thus, through a combination of descriptive analysis and the use of Likert scales, this research can provide a clear picture of how consumers assess important aspects, such as price and promotion, which ultimately influence their decision to purchase Kopi Janji Jiwa products in Bengkulu City.

## RESULTS AND DISCUSSION

### Purchase Decision of Soul Promise Coffee

**Table 1 Soul Promise Coffee Purchase Decision**

No	Purchase Decision level category (score)	Number (people)	Percentage (%)	Level Purchase Decision
1	1,00-1,80 (very bad)	0	0	Good (4,04)
2	1,81 - 2.6 (not good)	0	0	
3	2,61-3,40 (quite good)	3	3,13	
4	3, 41 - 4, 20 (good)	62	64,58	
5	4, 21 - 5, 0 (very good)	31	32,29	
Mean 37,47		96	100	

From the table above, consumer purchasing decisions for Kopi Janji Jiwa Bengkulu are on average 4.04 in the good category. The purchasing decision is very bad (1.00-1.80), namely 0 people or 0%, the category is not good (1.81 - 2.6) as many as 0 people or 0%, the category is quite good (2.61-3.40) as many as 3 people or 3.13%, the category is good (3, 41 - 4, 20) as many as 62 people or 64.58% and the category is very good (4, 21 - 5, 0).The Purchase Decision Assessment has a final value of 4.04 which means it is included in the good category. From the research that has been conducted, it can be concluded that consumers have decided to buy and consume products from Kopi Janji Jiwa Bengkulu City on the basis of liking the product, liking the taste, needing coffee to stay up late and to follow part of the lifestyle of the globalisation era.

Consumers have recognised what they want and have searched for information about products from friends, relatives or social media. Consumers have also made considerations from various similar products to finally choose Kopi Janji Jiwa products and become the end point of purchasing decisions by consumers. After consumers decide to consume Kopi Janji Jiwa, consumers in this study will recommend Kopi Janji Jiwa to their friends, relatives or will be disseminated through social media.

### Factors Related to the Purchase Decision of Janji Jiwa Coffee

A correlation test was conducted to determine whether there is a relationship between product/product (X1), price/price (X2), place/place (X3) and promotion/promotion (X4) with purchasing decisions (Y) and also a significance test to determine how strong the relationship of each marketing mix variable is with purchasing decisions.

The tool used is the spearman rank correlation test. The results of the rank spearman test can be seen as follows:

**Table 2 Spearman Rank Calculation Results Free Variables with Purchasing Decisions**

Free Variable	rs	Significance	Relationship Closeness
Produk (X1)	0,673	0,00	Powefull
Price (X2)	0,624	0,00	Powefull
Place (X3)	0,715	0,00	Powefull
Promotion (X4)	0,658	0.00	Powefull

Source: Primary Data Processed, 2024

### Product Relationship with Soul Promise Coffee Purchasing Decisions

The results of the spearman rank test in table 2 using the SPSS application show that the product coefficient value is 0.673, which means that it has a strong relationship. With a significance test value of 0.000 which means less than 0.05, Ho is rejected and Ha is accepted, so it can be interpreted that there is a real and very significant relationship between the product variable (X1) and the purchasing decision variable (Y) Kopi Janji Jiwa Bengkulu City. Thus, if consumers' assessment of the quality of Kopi Janji Jiwa products is getting better, the purchasing decision for Kopi Janji Jiwa in Bengkulu City will increase.

### Price Relationship with Purchase Decision of Janji Jiwa Coffee

The assessment of the price variable in table 2 gets a correlation coefficient value of 0.624 so that the closeness of the relationship is included in the strong category. With a significance test value of 0.000 which means less than 0.05, the Ho hypothesis is rejected and Ha is accepted, meaning that there is a real and very significant relationship between the variable assessment of price (X2) and the purchase decision variable (Y) Kopi Janji Jiwa Bengkulu City. The better the consumer's assessment of the price offered, the more interested consumers will be in purchasing Kopi Janji Jiwa in Bengkulu City. This is because the Bengkulu City Janji Jiwa Coffee product has a fairly cheap price and can still be reached by the income of Bengkulu City Janji Jiwa Coffee consumers.

### Relationship between Place and Purchase Decision of Janji Jiwa Coffee

The assessment of the place attribute gets a coefficient of 0.715 which means it has a strong relationship. With a significance test value of 0.000 which means less than 0.05, the hypothesis Ho is rejected and H, is accepted, meaning that there is a real and very significant relationship between place assessment (X3) and purchasing decisions (Y) Kopi Janji Jiwa in Bengkulu City or the better the assessment of the place provided, it will increase the interest in purchasing decisions for Kopi Janji Jiwa in Bengkulu City.T

his is supported by the location of Kopi Janji Jiwa which is quite strategic, close to the city centre and can be easily reached by consumers. The facilities provided are also in good condition, air conditioning and wifi are available and are also supported by the provision of a

large enough place for consumer vehicle parking. Those are some of the supporting factors for the place variable at Kopi Janji Jiwa in helping to increase interest in purchasing decisions.

### **Promotion Relationship with Purchase Decision of Janji Jiwa Coffee**

Based on table 2 the coefficient value of the assessment of promotional activities is 0.658, which means that it has a strong relationship. Therefore, the  $H_0$  hypothesis is rejected and  $H_a$  is accepted, meaning that there is a real and very significant relationship between the variable assessment of promotion (X4) and the purchase decision.

### **CONCLUSION**

The conclusions obtained from this research are as follows:

1. Purchasing Decision Assessment has a final score of 4.04 which means it is in the good category.
2. Factors related to the decision to purchase soul promise coffee are product, price, place and promotion with the decision to purchase Soul Promise Coffee has a very significant relationship with a strong relationship.

### **LIMITATION**

#### 1. Marketing Strategy Development

The management of Janji Jiwa in Bengkulu can focus more on the factors that most influence consumer purchasing decisions, such as improving product quality, strengthening promotions through social media, and providing loyalty programmes for customers.

#### 2. Improving Service Quality

Consumers not only consider the product, but also the purchasing experience. Improving service quality, such as staff friendliness and speed of service, can strengthen consumer satisfaction and influence future purchase decisions.

#### 3. Product and Menu Innovation

Consumer trends and preferences can change quickly. Therefore, innovations in beverage menus and flavour variations need to be made regularly to maintain consumer interest and expand the market.

#### 4. Development of Targeted Promotion Programmes

Promotions that are more segmented and relevant to the target market, such as special promos for students or young workers, can increase consumer appeal. Collaboration with digital platforms or e-wallets can also facilitate transactions and increase purchase interest.

#### 5. Further Research with Wider Coverage

For future researchers, it is recommended to expand the coverage area and population so that the research results are more relevant and generalisable. In addition, adding other variables, such as service quality, brand image, and price, can provide a more comprehensive insight into purchasing factors.

#### 6. Use of Diverse Sampling Methods and Instruments

Future research should use a more representative sampling method, such as random sampling, so that the data obtained is more accurate. The use of in-depth interviews or qualitative surveys can also help dig deeper into consumer preferences.

#### 7. Adapt to Digital Trends and Local Economy

Given the rapid development of digital trends, Janji Jiwa can utilise delivery service applications and digital-based promotions. In addition, by understanding local economic conditions, companies can adjust prices and marketing strategies to attract consumers with diverse purchasing power.

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