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The Influence of Product Innovation and Price Perception on Coffee Purchasing Decisions on the Aerocoffeenery Soreang Online Platform Application

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Abstract: The purpose of this study was to determine the effect of Product Innovation and Price Perception on consumer purchasing decisions on the Coffee Online Platform Application Aerocoffeenery Soreang both partially and simultaneously. The population in this study were consumers and customers at Coffee Online Platform Application Aerocoffeenery Soreang, with a total of 100 samples. The sampling technique used in this study was a non-probability sampling technique. The method used in this research is Quantitative Method with the data collection technique used is interviews and distributing questionnaires to respondents. The data analysis technique used is multiple linear regression with the SPSS program. The results of the study concluded that: (1) Product Innovation has a positive and significant influence on Purchasing Decisions. (2) Price Perception has a positive and significant influence on Purchasing Decisions. (3) In simultaneous testing, Product Innovation and Price Perception have a positive and significant influence on purchasing decisions for consumers and customers of the Coffee Online Platform Application Aerocoffeenery Soreang. The magnitude of the influence of Product Innovation and Price Perception is indicated by the Adjusted R Field value of 74.8% and the remaining 26.2% is influenced by other variables not examined in this study.

Keyword: Product Innovation, Price Perception, Purchase Decision

INTRODUCTION

Indonesia also has opportunities in the development of the coffee processing industry, because in addition to having a large market, it is also supported by the potential of raw materials. Indonesia is the fourth largest coffee bean producing country in the world after Brazil, Vietnam and Colombia with an average production of 639 thousand tons per year or around 8% of world coffee production. The composition of Indonesia's coffee production is 72.84% robusta coffee and 27.16% arabica coffee.

The results of research by TOFFIN, a company that provides business solutions in the form of goods and services in the HORECA industry (hotels, restaurants and cafes) together

with MIX MarComm Magazine, state that the coffee shop business in Indonesia is expected to continue to increase along with the increase in domestic consumption of Indonesian coffee. The market value is also quite lucrative, reaching IDR 4.8 trillion per year. The 2020 Annual Data on Indonesian Coffee Consumption issued by the Global Agricultural Information Network shows that the projected domestic consumption (Coffee Domestic Consumption) in 2020/2021 reached 294,000 tons, an increase of around 13.9% compared to consumption in 2019/2020 which reached 258,000 tons. In 2022, Indonesia's coffee domestic consumption is expected to rise again to 370,000 tons.

The presence of coffee shops has changed people's lifestyle in terms of drinking coffee. Drinking coffee is no longer favored by adults only, but also nowadays young people and women also like coffee. Coffee Shop can be a meeting place with friends, relatives, business partners, and even a place for discussion. This is also supported by Kasali's opinion (2019: 27) which states that "coffee is now not just to relieve fatigue, but as part of a lifestyle where coffee shops are a very desirable gathering place." The presence of this coffee shop is considered to be the most in accordance with the current trends and lifestyle of millennials.

Purchasing decisions as a consumer decision that is influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, processes, people and physical evidence so as to form an attitude in consumers to process all information and make decisions in the form of responses that appear what products to buy (Alma, 2016: 96). Purchasing decisions are a study of how individuals, groups, and organizations in the process of choosing, securing, using, and stopping products, services, ideas, and experiences to satisfy their needs, as well as their impact on society and consumers (Coney in Priansa, 2017: 61), E-Commerce applications have been able to help MSMEs in aspects of production management, financial management, and marketing management in the industrial 4.0 era. although it still requires a process of continued adaptation through habituation that can be done independently. The counseling and training carried out can introduce further the use of the features available on the digital platform which are expected to be carried out continuously and independently by MSME actors with awareness of the benefits of increasing and expanding marketing and increasing income from sales. The costs used in this utilization are very cheap, tend to be free, so that they are in accordance with the needs of MSMEs. MSMEs have a passion for increasing their knowledge, especially those in accordance with their field of business (Rama & Ferry 2022)

Newly opened shops must be able to introduce their best menus as much as possible and innovate so that they are not monotonous and can be recognized among the general public. For shops that have a long age must also be able to maintain their success, especially the proliferation of new shops with various types of innovations and products offered may have the potential to displace customers' decisions to decide to buy coffee at the shop. Gamification has a significant result on Purchase Intention. The existence of these results further strengthens that the interaction between the customer and the application can increase Purchase Intention. Positive results are obtained when the interaction is carried out in a pleasant way. Jaya. et al., (2021) Shops that want to succeed in penetrating the competition in addition to the menu offered, they are also required to be as creative as possible to continue to look for innovations in developing products so as not to lose competitiveness with other shops.

According to Kotler & Keller (2019: 476) Product innovation is "An innovation is any good, service, or idea that someone perceives as new, no matter how long its history, the spread of a new idea from its source of invention or creation to its ultimate users or adopters." Product innovation is a combination of various processes that influence each other (Myers & Marquis, 2020: 36). Product innovation is a combination of various processes that influence each other (Myers & Marquis, 2020:36). Not only product innovation can make consumers decide to buy, Huge opportunities open up for Micro, Small and Medium Enterprises (MSMEs) through the

adoption of e-commerce. First, e-commerce provides access to the global market, allowing MSMEs to compete on an international level and reach consumers beyond their geographical boundaries. Secondly, lower operational costs on e-commerce platforms provide significant advantages to MSMEs, allowing them to market their products effectively without the burden of high costs Meltareza et al., (2024), such as price is very influential in the current era of business competition must pay attention to prices because prices are very influential when looking at the area, Consumers also feel that they can accept this type of payment well. In descriptive testing of this research, the Resources factor has a good category or is in accordance with consumer perceptions Jaya & Triono (2022).

The next factor in increasing consumer purchasing decisions is price perception. According to Tjiptono (2019: 76) Price perception is a process by which consumers interpret the value of prices or attributes of goods and services that are expected, when consumers evaluate and examine the price of this product, it is largely influenced by consumer behavior itself. According to Taan (2017: 30) price perception is the price that is used entirely by consumers and provides deep meaning for consumers. Where price perception is one of the most important parts in making buying and selling transactions. Price perception is the costs or sacrifices compared to the value or benefits of the product offered (Budi Rahayu, 2017: 103).

According to Rosita (2016) shows that Price Perception has an influence on consumer purchasing decisions. According to Faradiba and Astuti (2013), the most influential factor in purchasing decisions is quality products following location, then service quality and price perception. According to Resti & Susanto (2016), it shows that price perceptions have an effect on consumer purchasing decisions, Based on the results of the study, it is known that green brand knowledge which describes consumer knowledge related to product characteristics, is able to influence consumer perceptions of green products, especially for tumbler products, because it provides unique information about the attributes of a product, consumer perception as an explanation of the first impression regarding the application of the information obtained is able to influence Purchase Intention on green products, especially tumbler products. Aziz Mubarak et al., (2:2023)

In the price aspect, Aerocoffeenery has a perceived price that is relatively more expensive than the Online Application Platform Coffee around it. In facing increasingly competitive competition, entrepreneurs engaged in the culinary field, especially the Online Application Platform Coffee, must compete to create advantages to encourage their products to survive in the competition. Not only is it done to survive the competition, but it is also done so that the company can survive and develop in the future. For this reason, a better strategy is needed to be able to compete with competitors. Based on the description above, the researcher is encouraged to conduct further research on “The Effect of Product Innovation and Price Perception on Coffee Purchasing Decisions on the Aerocoffeenery Soreang Online Application Platform.”

METHOD

This research was conducted at the Online Platform Application Coffee Aerocoffeenery Soreang, Bandung Regency, using quantitative research methods. Sugiyono (2018: 23) defines that the Quantitative method adheres to positivism and is used to research on certain populations or samples. The data collection process is carried out through the use of research instruments, and data analysis is quantitative or statistical. The main objective is to describe and test previously formulated hypotheses.

In this study, using quantitative methods with descriptive and verification approaches, as a research process using descriptive, i.e. as sentences arranged in questionnaires or interview results with informatics, This study aims to determine the Effect of Product Innovation and Price Perception on Coffee Purchase Decisions in the Online Aerocoffeenery Soreang Platform

Application. The main issues studied are Product Innovation (X1) and Price Perception (X2), as independent variables, Purchase Decision as dependent variables (Y). In this study, the methods or techniques of data collection were conducted through literature studies, interviews, field observations, documentation and online research. The sampling technique used in this study is Probability Sampling. Probability sampling is a sampling approach that provides an equal opportunity for each element or individual in the population to be selected as part of the sample. (Sugiyono, 2017: 155). Based on the results of the calculation using Slovin's formula (Sugiyono, 2017:49), researchers decided that the number of samples taken in this study was 100 respondents from consumers of Aerocoffeenery Soreang.

RESULTS AND DISCUSSION

Result

Multiple Linear Regression Analysis Results

Some linear regression analysis is used to see the impact of product innovation, and the satisfaction of price perception of purchasing decisions in coffee on online platfrom application aerocoffeenery afternoon results from some linear regression analysis on this study that has been processed using SPSS 25 and 26 software are as follows:

| Table 1. Multiple Linear Regression Analysis Results | | | | |
|--|--------------------|-----------------------------|---------------------------|------|
| Coefficients ^a | | | | |
| | | Unstandardized Coefficients | Standardized Coefficients | |
| Model | | B | Std. Error | Beta |
| 1 | (Constant) | 8.482 | 2.932 | |
| | Product Innovation | .600 | .095 | .471 |
| | Price Perception | .515 | .093 | .414 |
| a. Dependent Variable: Purchasing Decision | | | | |
| Source: Primary Data (2024) | | | | |

Based on the table above, it can be seen that the multiple linear regression equation is as follows:

$$Y = 8.482 + 0.600X_1 + 0.515X_2 + e$$

- 1) Constant value = 8.428

The constant of 8,482 means if Product Innovation (X1) and Price Perception (X2) are worth 0, then the Purchase Decision (Y) is worth 8,482.

- 2) Coefficient Value (b1) = 0.600

The regression coefficient of Product Innovation variable (X1) of 0.600 which means if another independent variable is worth fixed and Product Innovation (X1) increases 1%, then the Purchase Decision (Y) will increase by 9,082. Positive value coefficient means that there is a positive relationship between Product Innovation (X1) and Purchase Decision (Y).

- 3) Coefficient Value (b2) = 0.515

The regression coefficient of the Price Perception variable (X2) of 0.515, which means if another independent variable is worth fixed and the Price Perception (X2) increases 1%, then the Purchase Decision (Y) will increase by 8,997. Coefection is positive meaning that there is a positive relationship between Price Perception (X2) and Purchase Decision (Y).

Coefficient of Determination (R²)

Determination coefficient is used to measure or determine some of the many changes that occur in dependent variables described or determined by independent variables. The result is from the determination coefficient in this study can be seen in the table as follows:

Table 2. Coefficient of Determination Result

| Model Summary | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .748 ^a | .560 | .551 | 3.276 |
| a. Predictors: (Constant), Product Innovation, Price Perception | | | | |
| b. Dependent Variable: Purchase Decision | | | | |
| Source: Primary Data (2024) | | | | |

Based on table 2 above, can see that determining coefficient shows field number Adjusted R Square is 0.740, this means that Influence can be explained by independent variables (Quality of Service, Patient Trust, and Patient Satisfaction) on dependent variable (Patient Loyalty) are 74%. The remaining 26% of variables described which sites were examined in this study.

T Test

Hypothesis testing in this study was conducted at a significant rate of 0.05 or 5% and the t table value is calculated using the formula $df = n - k - 1$, i.e. $df = 100 - 3 - 1 = 97$, so that the table is 1.661.

Table 3. T Test Result

| Coefficients ^a | | | | | | | |
|--|-----------------------------|------------|---------------------------|--------|-------|-------------------------|-------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig | Collinearity Statistics | |
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 (Constant) | 8.482 | 2.932 | | 0.793 | 0.430 | | |
| Innovation Product | 0.600 | 0.095 | 0.471 | 3.556 | 0.001 | 0.633 | 1.580 |
| Price Perception | 0.515 | 0.093 | 0.414 | 10.909 | 0.000 | 0.633 | 1.580 |
| a. Dependent Variable: Purchase Decision | | | | | | | |
| Source: Primary Data (2024) | | | | | | | |

Based on table 3 above, the following conclusions can be drawn:

1) First Hypothesis

Testing the hypothesis of variable Product Innovation (X1) on Purchase Decree (Y) through the calculation results that have been obtained that t calculates the table $t > t$ ($3.556 > 1.661$) and with a significant rate of 0.05, i.e. ($0.001 < 0.05$). It states that product innovation variables have a positive and significant influence on Coffee Purchase Decisions on Aerocoffeenery Online Platform Applications.

2) Second Hypothesis

The Persepsi variable hypothesis of price (X2) on Purchase Decree (Y) through the calculation that t has been obtained that t counts the table ($10,909 > 1,661$) and with a significant rate of 0.05, i.e. ($0.000 < 0.05$). It states that price perception variables have a positive and significant influence on Coffee Purchase Decisions on the Aerocoffeenery Online Platform Application.

F Test

In this study, the F test was carried out by comparing the calculated F value with the F table value at a significance value of 0.05 (= 5%).

Table 4. F Test Result

| ANOVA ^a | | | | | |
|--------------------|----------------|----|-------------|---|------|
| Model | Sum of Squares | df | Mean Square | F | Sig. |

| | | | | | | |
|---|------------|-----------|----|-----------|---------|--------------------|
| 1 | Regression | 3.101,550 | 2 | 1.550,775 | 141,144 | 0,000 ^b |
| | Residual | 1.065,760 | 97 | 10,987 | | |
| | Total | 4.167,310 | 99 | | | |
| a. Dependent Variable: Purchase Decision | | | | | | |
| b. Predictors: (Constant), Price Perception, Product Innovation | | | | | | |

Source: Primary Data (2024)

Based on the table above, it can be seen that the calculated F value is 141.144. F table with $df_1=3$ and denominator level is 96, then the F table is 3.09 meaning, count $F > \text{Table } F$, which is $141,144 > 3.09$. Important Value $0.000 < 0.05$, then in F examination can Hypothesize the Fourth Hypothesis in this study, namely Product Innovation and Price Perception simultaneously affects the decision to buy the Aerocoffeenery Soreang Online Platform Application

1. The Influence of Product Innovation on Purchase Decisions on Online Coffee Soreang Platform Applications

Based on the results of the research conducted by testing, product variable innovation tested the table value, which is $3,556 > 1,661$ and with a significant level of 0.05, which is $0.001 < 0.05$. It is said that effective product innovation variables have a positive and significant effect on consumer purchasing decisions of the the Aerocoffeenery Soreang Online Platform Application Demonstrates that variable product innovation has a positive and significant effect on consumer purchasing decisions the Aerocoffeenery Soreang Online Platform Application.

The study is in line with previous research conducted by Adelyn Vivian Tjhan and Rendy Sarudin (2024) entitled Analysis of the Influence of Product Innovation and Price Perception on Purchase Decisions at Otella & Buranchi Restaurants that showed that product innovation has a positive and significant effect on purchasing decisions. Product updates that are always done and consumer-appropriate price perceptions can affect a consumer purchase decision at Otella & Buranchi Alam Sutera restaurants.

2. The Influence of Price Perception on Purchase Decisions on Online Coffee Soreang Platform Application

Based on the results of the study conducted by testing, the price perception variable tested partially t-value of the product table, which is $10,909 > 1,661$ and with a significant level of 0.05, which is $0.000 < 0.05$. Saying that price perception variables have a very positive and significant effect on consumer purchasing decisions the the Aerocoffeenery Soreang Online Platform Application. It is stated that price perception variables have a very positive and significant effect on consumer purchasing decisions the Aerocoffeenery Soreang Online Platform Application

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3. The Influence of Product Innovation and Price Perception on Consumer Purchase Decisions on Online Coffee Soreang Platform Application

Based on the results of the F test conducted in this study, the calculated F value is F count $> F$ table, which is $141,144 > 3.09$ with a significance value of $0.000 < 0.05$. So it can be concluded that product innovation and price perception simultaneously on purchasing

decisions has a positive and significant effect on consumer purchasing decisions the Aerocoffeenery Soreang Online Platform Application.

The study is in line with previous research conducted by Adelyn Vivian Tjhan and Rendy Sarudin (2024) entitled Analysis of the Influence of Product Innovation and Price Perception on Purchase Decisions at Otella & Buranchi Restaurants that showed that product innovation has a positive and significant effect on purchasing decisions. Product updates that are always done and consumer-appropriate price perceptions can affect a consumer purchase decision at Otella & Buranchi Alam Sutera restaurants.

CONCLUSION

Based on the results of the research that has been conducted, the following conclusions can be drawn:

- 1) There is a positive and significant influence between product innovation on consumer purchasing decisions at the Aerocoffeenery Soreang Online Platform Application, where product innovation has a significant rate of considerable significance on comparison variables examined by researchers.
- 2) There is a positive and significant influence on price perception variable on purchasing decisions in patients with the Aerocoffeenery Soreang Online Platform Application, this is due to several factors, namely the environment, the location of the shop and facilities provided by the Aerocoffeenery Soreang Online Platform Application.
- 3) There is a positive and significant influence between the two variables that are simultaneously bound by product innovation and price perception on the buyer's decision at the Aerocoffeenery Soreang Online Platform Application.
- 4) the Aerocoffeenery Soreang Online Platform Application It must create a unique marketing strategy to increase the purchasing power of consumers and customers by working with food influencers
- 5) Owner the Aerocoffeenery Soreang Online Platform Application should also design strategies using SWOT strategies to find out the obstacles, weaknesses of opportunities and strengths

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