

INFLUENCE MIX MARKETING 4P (PRODUCT, PRICE, PLACE, PROMOTION) ON CONSUMER DECISIONS TO CHOOSE COFFEE MEMORY

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Abstract

Kopi Kenangan, although known for its contemporary milk coffee menu and more affordable prices compared to international outlets, faces several challenges in Medan. Local consumer preferences that tend to prefer classic coffee flavors such as tubruk coffee or espresso have not been fully accommodated. In addition, the price of the product is still considered relatively expensive by the middle segment when compared to traditional coffee shops. The location of the outlet is less strategic and the promotion is less effective also become obstacles in attracting consumer interest and loyalty in this competitive market. The population used in this study were all consumers who made purchases at the company where the number is not known for sure. Due to the unknown population, the sampling technique used was the Lemeshow formula with an error rate of 10% where 96 research samples were obtained. The results of the study showed that the Product influences Consumer Decisions to Choose Kopi Kenangan. Price influences Consumer Decisions to Choose Kopi Kenangan. Location influences Consumer Decisions to Choose Kopi Kenangan. Promotion influences Consumer Decisions to Choose Kopi Kenangan. Product, Price, Location and Promotion influence Consumer Decisions to Choose Kopi Kenangan.

Keyword: Product, Price, Location, Promotion, Decision Purchase

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INTRODUCTION

The development of coffee shops in Indonesia in the last decade has shown very rapid growth, along with the increasing popularity of coffee culture among the community, especially the younger generation and urbanites. This trend is not only seen in big cities such as Jakarta, Bandung, and Surabaya, but has also begun to spread to small cities and tourist areas. Changes in people's lifestyles who gather more often outside the home, work flexibly outside the office, and the increasing consumption of coffee as part of everyday life have also supported this growth. In addition, the success of Indonesian coffee on the international stage, such as Gayo, Toraja, and Mandailing coffee, also increasingly raise the value of local coffee, encouraging many coffee shops to carry the concept of "local pride" by highlighting coffees from various regions in the archipelago.

The presence of international coffee shops such as Starbucks, Coffee Bean, and several other brands Also encourage development industry coffee local. Lots outlet coffee local appear as an equally interesting competitor, with a more unique concept and more affordable prices, such as Kopi Kenangan, Janji Jiwa, and Fore Coffee. The takeaway and application-based delivery business model has also contributed to the development of this industry, allowing customers to enjoy coffee without having to come directly to the outlet. In addition, the variety of coffee menus that continue to grow, from contemporary milk coffee to various espresso concoctions and manual brews, offers increasingly diverse choices for consumers. With all these developments, coffee shops in Indonesia have become more than just a place to drink coffee, but also a social space and an integral part of the modern lifestyle of Indonesian society.

Kopi Kenangan is one of the local coffee brands that has grown rapidly in Indonesia since it was founded in 2017. Different with a large coffee shop which focuses on the experience of sitting in a cafe, Kopi Kenangan carries the concept of takeaway and delivery coffee, making it popular among busy urban consumers. Its flagship product is contemporary milk coffee with various flavors, which offers a combination of local flavors and more affordable prices compared to coffee from international brands. Kopi Kenangan's growth is very fast, proven with expansion the outlet Which reach hundreds in various city big in Indonesia, as well as support from major investors that accelerate the development of its business.

The low consumer purchasing decisions at Kopi Kenangan, especially in big cities

like Medan, can be caused by several factors related to the tight competition in the coffee industry. International coffee shops such as Starbucks and Coffee Bean offer a premium experience with a comfortable cafe atmosphere, more exclusive service, and a strong brand image, making many consumers, especially in the middle to upper segments, prefer to enjoy coffee there. On the other hand, although Kopi Kenangan offers takeaway concept products and smaller outlets, it is often considered less attractive to those looking for a place to relax or work. In addition, the variety of menus at Kopi Kenangan which focuses more on contemporary milk coffee may not have fully attracted the interest of consumers who are more like the menu classic coffee or choice drink other more varied. In addition, the presence of local competitors such as Janji Jiwa and Fore Coffee, which offer similar concepts, tightens the competition, making Kopi Kenangan have to work harder to retain its customers. In a city like Medan, where the preference for classic coffee is quite strong, Kopi Kenangan's approach that focuses on modern coffee may be less in line with local tastes, thus affecting the low level of consumer purchasing decisions.

Low consumer purchasing decisions for Kopi Kenangan products in Medan can be influenced by the variety of products offered. Although Kopi Kenangan is known for its popular contemporary milk coffee menu, many consumers in Medan may prefer classic or traditional coffee options. Consumers in this city often have a preference for ambition flavor coffee which more authentic, like coffee crash or espresso, which not fully accommodated by the Kopi Kenangan menu. In addition, inconsistent or less innovative new product development can make Kopi Kenangan look stagnant in the eyes of consumers. If the products offered do not meet local expectations or tastes, consumers tend to look for other alternatives that offer more diverse choices and suit their preferences.

The price aspect is also an important factor in consumer purchasing decisions in Medan. Although Kopi Kenangan offers more affordable prices compared to international coffee shops such as Starbucks, many consumers in the middle segment may still feel that the price of Kopi Kenangan products is relatively expensive when compared to other coffee shops. local or more traditional coffee shops. Consumers who prefer coffee from local outlets may feel that they can enjoy quality coffee at a much cheaper price, so they are reluctant to spend more money on Kopi Kenangan products. In addition, if local competitors offer more attractive promotions or discounts, this can

influence consumers' purchasing decisions to choose other outlets that provide more value for the price they pay.

Outlet location also plays an important role in purchasing decisions. Although Kopi Kenangan has opened several outlets in Medan, some of them may not be located in a strategic location that is easily accessible to consumers. Outlets that are far from the center Crowds, business districts, or popular places will tend to be less visited, as consumers prefer outlets that are close to their daily activities. In addition, if there are more choices other coffee shops at the same location, consumers can easily switch to other outlets that are more comfortable and close to their place. A less than ideal location can make consumers feel lazy to look for a Kopi Kenangan outlet, thus contributing on low purchasing decisions.

Aspect promotion Also very influential against the decision purchase in Medan. Although Kopi Kenangan has launched various promotional campaigns, there may be a lack of effectiveness or appeal of these promotions. In a competitive market, attractive and innovative promotions are essential to attract consumers. If Kopi Kenangan's promotions are not prominent enough or do not match local market preferences, consumers may not feel motivated to try the product. In addition, promotions that are not aggressive enough or not frequent enough can make Kopi Kenangan lose out to other outlets that offer more attractive discounts, bundling, or loyalty programs. Therefore, a more integrated and attractive marketing approach is needed to increase consumer awareness and interest in Kopi Kenangan products in Medan.

Based on research conducted by Hermansyah (2022), the research results obtained Which show that mix marketing Which consists of from product, price, promotion and location have a significant influence on purchasing decisions at Starbucks. Similarly, research conducted by Kumalasari (2024) obtained research results showing that product, price, promotion and location have a significant influence on purchasing decisions at Kopi Janji Jiwa.

LITERATURE REVIEW

Understanding Product

According to Firmansyah (2019), a product is anything that can be offered to the market to be noticed, owned, used or consumed which can satisfy desires or needs. the user. According to Musfar (2020), product is all something Which offered by producers

to consumers to meet consumer needs and are able to provide satisfaction to their users. According to Dharmawati (2021), a product is anything that can be offered to the market to get attention, demand, use, or consumption that can meet needs and desires that include physical objects, services, people, place, or others. According to Firmansyah (2019), the product mix has 4 indicators, namely as follows:

1. Wide Product
2. Long Product
3. Depth Product Mix
4. Consistency Mixture Product

Understanding Price

According to Tjiptono and Diana (2020), price is an element of the marketing mix that is flexible, meaning it can be changed quickly. According to Wijayanti (2019), price is the result of a policy on determining Product prices, which includes price lists, discounts, payment periods, credit terms, or other policies. According to Kurniawan (2021), Price is an exchange rate issued by buyers to obtain goods or services that have utility value along with their services. According to Tjiptono and Diana (2020), the price determination indicators for consumers are as follows:

1. Power buy consumer
2. Willingness consumer For buy
3. Position product in style consumer life
4. Benefit product for consumer

Understanding Location

According to Wijayanti (2019), location is the result of policies on distribution and levels of service to consumers which include distribution networks, areas, transportation, and provision of products that are easily accessible to consumers. According to Rachmawati (2020), choosing a location is the most expensive investment value because the location can determine whether or not there are many visitors. According to Bahri (2019), a company location is a place where a company carries out its business operations in producing or increasing the utility value of goods or services with the aim of obtaining maximum profit. According to Kurniawan (2021), there are several indicators that must be considered in choosing a strategic location to open a business, namely:

1. Do Research Market
2. Area Trading

3. Road Access
4. Competition
5. Cleanliness

Understanding Promotion

According to Firmansyah (2020), promotion is an effort to convey a message to the public, especially target consumers, about the existence of a product in the market. According to Febriani and Dewi (2018), promotion is a means used by companies in an effort to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell. According to Sukoco (2021), promotion is a company tool that on duty to inform, remind And persuade consumer in a way aware as well as unaware about product Which for sale. According to The Firmansyah (2020), There is a number of types from the promotion indicators, namely as follows:

1. Advertising
2. Sales promotion
3. Public relations
4. Personal selling
5. Marketing direct

Understanding Decision Purchase

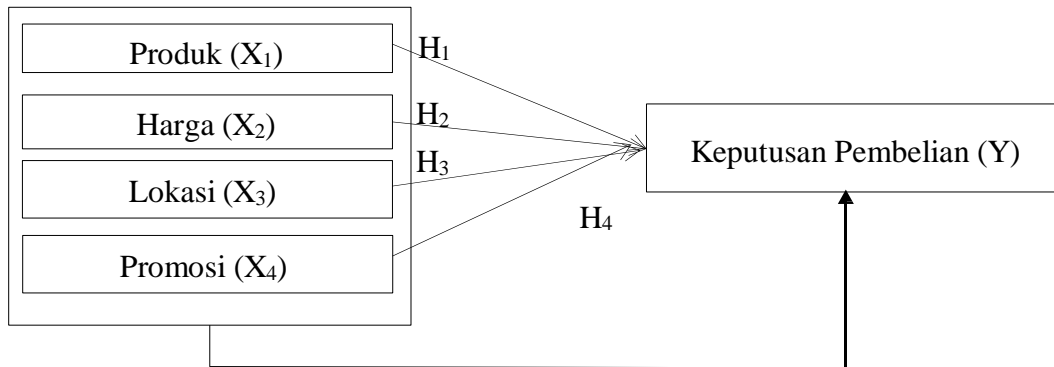
According to Firmansyah (2018), a purchasing decision is a problem-solving activity carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and is considered the most appropriate action in purchasing by first going through the stages of the decision-making process. According to Septiana (2019), every consumer will definitely go through several stages in the purchasing decision process for a product, starting from the emergence of needs to post-purchase actions. This decision-making is not a single decision that comes from the consumer. Instead, understanding the entire process is important because marketers can influence each stage with various marketing stimuli and predict the responses given by consumers. According to Chaniago, et al. (2021), Purchasing Decisions are individual activities that are directly involved in making decisions to make purchases of products offered by sellers. According to Lotte, et al. (2023), there are three indicators in determining purchasing decisions

1. Stability on A product
2. Habit in buy product

3. Speed in buy A product

Conceptual Framework

The following is a picture of the conceptual framework in this study which describes the relationship between the independent variables and the dependent variables:



Picture 1. Framework Conceptual

Hypothesis Study

Hypothesis from study This that is:

- H₁ : Product influences consumer decisions to choose Kopi Kenangan.
- H₂ : Price influences consumer decisions to choose Kopi Kenangan.
- H₃ : Location influences consumer decisions to choose Kopi Kenangan.
- H₄ : Promotion influential to Decision Consumer Choose Coffee Memory.
- H₅ : Product, Price, Location and Promotion influence Consumer Decisions to Choose Coffee Memories.

METHOD STUDY

This research will be conducted at Kopi Kenangan Medan. The research period is February 2024. This research approach is based on a quantitative approach because this research has a clear and orderly flow. This type of research is a type of quantitative descriptive research. The nature of this research is descriptive explanatory. The population used in this study is all consumers who make purchases at the company where the number is not known for sure. Due to the unknown population, the sampling technique used is the Lemeshow formula with an error rate of 10% where 96 research samples were obtained.

In this study, data collection related to the problems studied by the researcher was carried out in the following manner:

1. Questionnaire or Questionnaire Where in matter This questionnaire will distributed

to Kopi Kenangan consumers as respondents.

2. Studies documentation And studies library, researcher use method This is to find information on companies related to the research.

Type data Which used in study This that is data quantitative.

Source data in the form of movement, man, places, and so on:

1. Source Data Primary

Primary data in this study includes interviews with Kopi Kenangan employees and filling result questionnaire Which shared to Kopi Kenangan consumers.

2. Source Data Secondary

Secondary data in this study includes documentation studies and literature studies.

Herlina (2019), Validity testing shows the level of validity of the measurement results of a questionnaire. Priyatno (2020), if the value is positive and $r_{counts} > r_{table}$ (0.361), the item can be declared valid and vice versa if the $r_{calculated} < r_{table}$, item is declared not valid. Herlina (2019), generally decision making for reliability testing can use *the Cronbach's alpha category* 0.6-0.79 = acceptable reliability.

DISCUSSION RESULTS STUDY

Table 1. Statistics Descriptive

	N	Minimum	Maximum	Mean	Std. Deviation
Product	96	16	37	26.28	5,479
Price	96	14	38	28.65	5.211
Location	96	22	46	32.01	5,715
Promotion	96	20	43	34.91	4.634
Decision Purchase	96	13	28	20.94	3.896
Valid N (listwise)	96				

Source: Results Processed Data, 2025

Based on the table above, it can be seen that the product has a value minimum of 16 and maximum value of 37 with a mean value of 26.28. The price has mark minimum as big as 14 And mark maximum as big as 38 accompanied by mark mean as big as 28.65. Location has mark minimum of 22 and mark maximum as much as 46 accompanied by mean value of 32.01. Promotion has a minimum value of 20 and a maximum value of 43 with a mean value of 34.91. Purchase Decision has a minimum value of 13 and a maximum value of 28 with a mean value of 20.94.

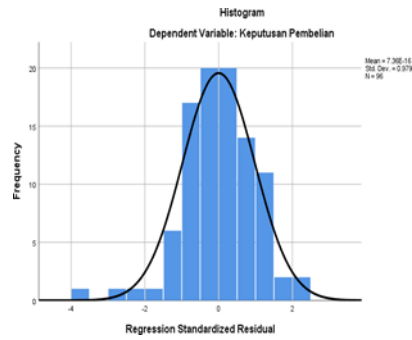


Figure 2. Histogram
Source: Results Processed Data, 2025

Thus picture bell-shaped line, neither deviating to the left nor to the right. So it shows that The data is normally distributed and meets the assumptions of normality.

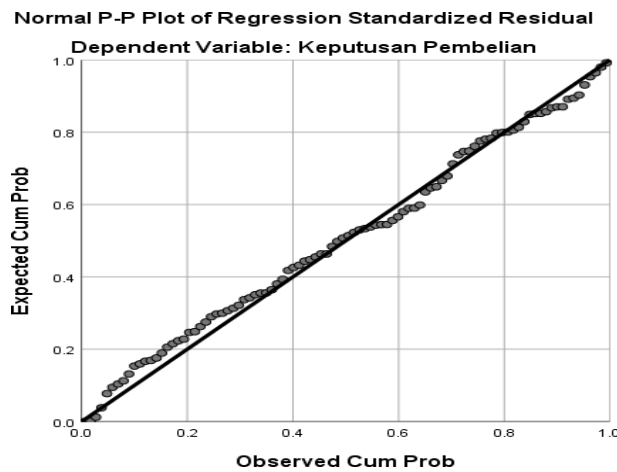


Figure 2. Normal Probability Plot of Regression
Source: Results Processed Data, 2025

This shows that the points are spread around the diagonal line. and follow the diagonal line. Then the residuals of the regression model are normally distributed .

Table 2. One-Sample Kolmogorov-Smirnov Test
Unstandardized Residual

N		96
Normal Parameters ^{a,b}	Mean	.0000000
Std. Deviation		2.43678132
Most Extreme Differences	Absolute	.054
	Positive	.045
	Negative	-.054
Test Statistics		.054
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

Source: Data Processing Results, 2025

Thus, the significant value produced is greater than 0.05, which is 0.200, so it can be concluded that the data is classified as normally distributed.

Table 3. Results Test Multicollinearity (Test VIF)

		Coefficients ^a					Collinearity Statistics	
Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF	
Model	B	Std. Error	Beta					
1	(Constant)	3,687	3,087		1.194	.235		
	Product	.266	.062	.374	4.272	.000	.5601,786	
	Price	-.113	.053	-.152	-2.153	.034	.8661.155	
	Location	.286	.060	.420	4,792	.000	.5601,786	
	Promotion	.124	.061	.148	2,032	.045	.8101.235	

a. Dependent Variables: Decision Purchase Source: Processed Data Results, 2025

With this can be known that for every variable own mark $tolerance > 0.1$ and mark $VIF < 10$ No found multicollinearity problem.

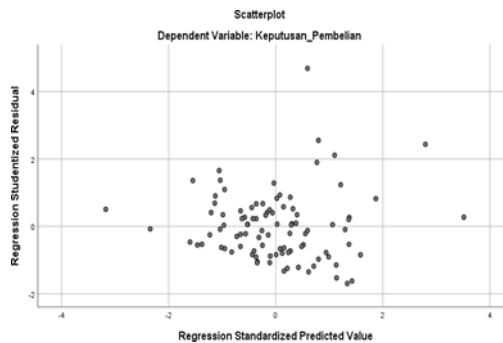


Figure 4. Scatterplot
Source: Results Processed Data, 2025

Thus, the points are spread randomly and do not form a clear pattern, meaning that there is no heteroscedasticity in the regression model.

Table 4. Results Test Glacier (Heteroscedasticity)

		Coefficients ^a				
Unstandardized Coefficients		Standardized Coefficients		t	Sig.	
Model	B	Std. Error	Beta			
1	(Constant)	-1.206	1,836		-.657	.513
	Product	.140	.037	.483	.778	.620
	Price	.081	.031	.266	.587	.841
	Location	-.095	.036	-.342	.674	.709
	Promotion	.002	.036	.007	.067	.947

a. Dependent Variables: Purchase_Decision Source: Data Processing Results, 2025

Thus, the level of significance of each variable is greater than 0.05, meaning that no heteroscedasticity was found.

Table 5. Results test Coefficient Regression Multiple Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.687	3.087		1.194	.235		
	Produk	.266	.062	.374	4.272	.000	.560	1.786
	Harga	-.113	.053	-.152	-2.153	.034	.866	1.155
	Lokasi	.286	.060	.420	4.792	.000	.560	1.786
	Promosi	.124	.061	.148	2.032	.045	.810	1.235

1. Constant (a) = 3.687. This means that if the independent variables, namely Product (X₁), Price (X₂), Location (X₃), and Promotion (X₄) have a value of 0, then the Purchase Decision (Y) is 3.687.
2. If there is an increase in products, there will be an increase in purchasing decisions by 26.6%.
3. If there is an increase in price, the purchasing decision will decrease by 11.3%.
4. If there is an improvement in Location, the Purchasing Decision will increase by 28.6%.
5. If there is an increase in Promotion, the Purchase Decision will increase by 12.4%.

Table 6 Models Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 ^a	.609	.592	2,490

a. Predictors: (Constant), Promotion, Price, Product, Location

b. Dependent Variables: Decision Purchase Source: Processed Data Results, 2025

Thus, the *Adjusted R Square determination coefficient value* is 0.592. Its influence on Purchasing Decisions (Y) is 59.2%. While the remaining 40.8% is the influence of other independent variables.

Table 7 ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	877.524	4	219.381	35.390	.000 ^b
	Residual	564.101	91	6.199		
	Total	1441.625	95			

a. Dependent Variables: Decision Purchase

b. Predictors: (Constant), Promotion, Price, Product, Source Location : Data Processing Results, 2025

Thus F_{table} (3.09) and significant $\alpha = 5\%$ (0.05) namely F_{count} (35.390) and sig.a (0.000^a) so that the results prove that simultaneously Product, Price and Location have a positive and significant influence on Purchasing Decisions.

Table 8. Results Testing Partial Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.687	3.087		1.194	.235		
	Produk	.266	.062	.374	4.272	.000	.560	1.786
	Harga	-.113	.053	-.152	-2.153	.034	.866	1.155
	Lokasi	.286	.060	.420	4.792	.000	.560	1.786
	Promosi	.124	.061	.148	2.032	.045	.810	1.235

a. Dependent Variables: Decision Purchase Source: Processed Data Results, 2025

Based on table in on, seen that :

1. - value for the Product variable (X_1) it can be seen that the calculated t value (4,272) > t_{table} (1.984) with a significance level of $0.000 < 0.05$ so it can be concluded that there is no significant partial influence between Product and Purchasing Decision.
2. - value for the Price variable (X_2) it can be seen that the calculated t value (2,153) > t_{table} (1.984) with a significance level of $0.034 < 0.05$ so it can be concluded that there is a significant partial influence between Price and Purchasing Decisions.
3. - value for the location variable (X_3) it can be seen that the calculated t value (4,792) > t_{table} (1.984) with a significance level of $0.000 < 0.05$ so it can be concluded that there is a significant partial influence between Location and Purchasing Decisions.
4. - value for the Promotion variable (X_4) it can be seen that the calculated t value (2,032) > t_{table} (1.984) with a significance level of $0.045 < 0.05$ so it can be concluded that there is no significant partial influence between Promotion and Purchasing Decisions.

CONCLUSION

Conclusion from the results of this study are as follows:

1. Product influential against the Decision Consumer Choose Coffee Memory.
2. Price influential against the Decision Consumer Choose Coffee Memories.
3. Location influential against the Decision Consumer Choose Coffee Memory.
4. Promotion influential against the Decision Consumer Choose Coffee Memory.

5. Product, Price, Location And Promotion influential to Decision Consumer Choosing Memories Coffee.

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