

## EXPLORING CONSUMER INTEREST, PRICE, AND PERCEPTION IN COFFEE PURCHASING DECISIONS AT BELIKOPI SIDOARJO

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### Abstract

*This study was conducted to analyze the effect of purchase interest, price, and consumer perception on purchasing decisions at Kedai Belikopi Sidoarjo. The research method used was a quantitative approach with the help of Tolls SmartPLS version 3.29. Data collection was carried out by distributing questionnaires to Kedai Belikopi consumers, with a total of 96 respondents. From the test results, it can be seen that purchase interest has a positive and significant effect on purchasing decisions, with a T-count > the T table value of 1.98 and 4.700, and a P-Value of 0.00 below 0.05. Price has a positive and significant effect on purchasing decisions with a T-Statistic value of 2.559 and a P-Value of 0.011. Consumer perception does not affect purchasing decisions with a T-statistic value of 0.059 and a P-value of 0.953. The analysis shows that purchase interest and price have a positive and significant influence, while consumer perception has no influence. This suggests that competitive prices and high-quality products attract consumer interest and influence purchasing decisions. Meanwhile, consumer perception of Belikopi products does not yet have a direct influence on encouraging purchasing decisions.*

**Keywords:** Purchase Interest, Price, Consumer Perception, Purchase Decision, Consumer Behavior, Kedai Belikopi.

### A. INTRODUCTION

As the third largest coffee producer, according to the *United States Department of Agriculture (USDA) 2023*, with a total coffee production of 11.85 million bags, consisting of 1.3 million bags of Arabica coffee and 10.5 million bags of Robusta coffee, it is no surprise that the majority of Indonesians cannot live without coffee, whether it is used in food, drinks, or even in traditional rituals. One of the deeply ingrained coffee-drinking habits that has become part of the culture is Angkringan, derived from the Javanese word 'angkring', meaning to sit or relax. It has existed in Yogyakarta since the 1950s, typically from late afternoon to early evening (Gumulya et al., 2017). Angkringan usually takes the form of a simple cart where visitors sit on mats on the floor. One of the most famous and unique coffee dishes is Joss coffee, in which coffee is dipped into burning charcoal, creating a distinctive sound as the charcoal crackles in the coffee and bringing a unique sensation when enjoyed. Continuing to evolve, the first coffee shop in West Java was established in 1878 under the name Bakoel Koffie, which is now known as Warung Tinggi Tek Sun Ho. According to the website *NOW! Jakarta*, the development of coffee shops in Indonesia can be divided into four waves. The first wave, in the 1980s and 1990s, saw the emergence of many traditional coffee shops selling various brands of instant coffee, such as Kapal Api and ABC. The second wave in 2001 was marked by the entry of the international franchise Starbucks, which has become the benchmark for coffee shop concepts in Indonesia to this day. The third wave in 2010 saw the emergence of coffee lovers who appreciated the journey of a cup of coffee, giving rise to the terms *single origin* and *specialty coffee*. The fourth wave began in 2016, marked by the

emergence of *coffee shops* with a "*coffee-to-go*" concept, where coffee drinks are prepared on-site and taken home. Tuku Kopi, Janji Jiwa, and Kopi Kenangan were pioneers of this coffee shop concept. Milk-based coffee drinks became a hallmark of this wave.

As of December 24, 2019, a coffee shop with a *coffee-to-go* concept called Kedai Belikopi was established. First opened in Lamongan, East Java, this company initially sold coffee and non-coffee beverages, as well as *ropang* (toasted bread), and was a local startup located in the Babat sub-district of Lamongan Regency. By 2023, it had expanded to 74 outlets across Indonesia (Anzas Setyo Budi Prakoso, 2023), and currently operates 133 outlets nationwide (Susanti, 2024). According to its official website (*belikopi.com*), the shop sources its coffee directly from coffee-producing regions in various parts of Indonesia. Belikopi has attracted a wide range of customers, from the elderly to young people, although it is predominantly popular among the younger demographic. (Fadilla Budiardhani, 2023). Behind this, the menu prices at Belikopi are relatively affordable compared to other coffee shop businesses. This can be seen in the table below.

**Table 1. Comparison Of Prices At Popular Coffee Shops In Indonesia In 2025**

Brand	Lowest Price	Highest Price
Kedai Belikopi	IDR 7,000	IDR 13,750
Kopi Lain Hati	IDR 12,000	IDR 29,000
Kopi Kulo	IDR 14,000	IDR 27,000
Point Coffe	IDR 15, 000	IDR 30,000
Kopi Janji Jiwa	IDR 16,000	IDR 38,000
Kopi Kenangan	IDR 15,000	IDR 49,000

Source: official menu list on the GoFood app 2025

From the table above, it can be seen that Belikopi has relatively low prices compared to other coffee shops with similar concepts. Quoted from their official Instagram account, *belikopibarukamu*, Belikopi often uses pricing strategies such as buy one get one free, *flash sales*, and even discounts and shopping vouchers for their products, which are valid at all Belikopi outlets. Yayang and Nanis, in their research at Belikopi Meer Pandugo Surabaya, stated that Belikopi's pricing policy focuses on setting competitive rates, considering product quality and added value (Susanti & Pitino, 2024).

First opened in Sidoarjo, specifically on Jalan Untung Surapati in May 2020, the Belikopi shop successfully attracted many consumers, leading to the opening of three new branches in 2022 and one branch in 2023 in Sidoarjo. Currently, there are a total of 5 Belikopi shop outlets in Sidoarjo. The combination of price and quality offered by Belikopi has made it highly popular. This is evidenced by the high ratings and reviews of Belikopi in Sidoarjo on *Google Maps* and the *GoFood* app, as well as positive feedback from customers.

**Table 2. Comparison Of Coffee Shop Reviews And Ratings In Sidoarjo In 2025**

Brand	Rating	
	Google Maps	Gofood
Kedai Belikopi (5 outlet)	4,7	4,9
Ruang Kopi	4.7	4,2
Kopi Lain Hati	4.5	4.7
Janji Jiwa (5 outlet)	4.4	4,7
Pinilih Kopi	4,4	4,6

Source: coffee shop ratings in Sidoarjo on Gmap and GoFood 2025

The table above shows that Belikopi Coffee Shop has a relatively high rating or review compared to other coffee shops in Sidoarjo, which can also influence consumers' perception of Belikopi Coffee Shop. The history of visits to Belikopi coffee shop in Sidoarjo tends to be stable and busier or experiences an increase in visits on certain days and hours, such as on Saturday nights from 6:00 p.m. to 9:00 p.m.

Purchase interest is a consumer response to an object that indicates a desire to buy something (Keller, 2016). As a form of consumer desire and aspiration, purchase interest includes three important components, namely psychological, social, and personal, which will influence decision-making (Purwati & Cahyanti, 2022). The many choices available allow consumers to freely explore their purchase interest in the products they will choose. Previous studies have shown that purchase interest has a positive and significant effect on purchasing decisions (Solihin, 2020), but other studies have stated that there is no positive relationship between purchase interest and decision-making (Neng Meli et al., 2022), and studies that say that purchase interest can mediate purchasing decisions (Kartikasari, M Dimyati, 2018).

Price, as the amount of money that must be paid for the products they buy (Keller Philip 2016), is one of the factors influencing purchasing decisions. The price set often becomes a benchmark for consumers in determining the quality of an item. The higher the price, the better and higher quality the item is considered to be. Conversely, the cheaper the price, the lower the quality of the item is deemed to be by consumers (Lestari & Priyana, 2023). However, this statement does not apply to all products, because some consumers also consider relatively low prices to be attractive offers that encourage them to buy the product. Research results state that price has a significant positive influence on purchasing decisions (Afifa Nur Rahma, Vera Firdaus, 2024), but other research results say that the price variable has no effect on purchasing decisions, and some research states that there is a negative influence between price and purchasing decisions (Christian, 2018).

Perception, as a form of a person's assessment of something, is part of the process of determining purchasing decisions. Kotler and Kevin state that product purchasing decisions are influenced by perceptions of the product to be purchased (Keller, 2016). The results of the study show that consumer perceptions have a significant positive effect on purchasing decisions (Fajar, 2024), but other studies show that consumer perceptions have a partially negative effect (Miranda Mendur, Hendra N. Tawas, 2021), and the results of the study say that consumer perceptions do not directly affect purchasing decisions (Andi, 2023).

Purchasing decisions are a form of consumer selection and interest in preferred products among a number of different products (Philip Kotler, Hermawan Kartajaya, 2021). The decisions made by consumers regarding a product are part of consumer behavior, which is an important element in marketing that companies need to be aware of (Philip Kotler & G. Armstrong, 2019). The influence of consumer purchasing interest, price, and perception indicates that aspects of consumer behavior, especially in the purchasing decision-making process, need to be considered.

From the research review, the researchers identified a research gap using *the evidence gap*, which is the gap between the phenomenon and the findings in the field (Luhgiantno et al, 2024). The gap findings are related to consumer purchase interest, price, and perception of purchasing decisions. *The grand theory* of this study is that consumer behavior is the study of individuals, groups, and organizations in the process of selecting,

securing, and using products or services to meet their needs (David L. Mothersbaugh et al, 2020). Consumer behavior is a complex and multidimensional concept, where consumer decisions often involve many steps and are influenced by various factors. This study aims to determine the influence of purchase interest exploration, price, and how consumers perceive the products they will choose until they make a purchase decision at Kedai BeliKopi in Sidoarjo. The novelty of this study is an effort to present the results of Purchase Interest Exploration, Price, and Consumer Perceptions on Decision Making at Kedai Belikopi Sidoarjo.

## **B. LITERATURE REVIEW**

### **1. Purchase Interest**

Purchase intention is a form of consumer tendency that shows interested behavior and then takes action by making a purchase from various stages, levels of ability to purchase certain products, services, or brands. Purchase interest is also defined as a form of willingness that arises in consumers through the process of identification or assessment of a product (Fauzi et al., 2022). Consumers who have an interest tend to display curiosity and attention, accompanied by the realization of a purchasing attitude (Ferdinand, 2002). The indicators used to observe consumer purchase interest include:

- a. Transactional interest, where a person tends to buy a product and take actions related to the purchase.
- b. Referential interest, which is a person's tendency to refer a product to others.
- c. Preferential interest, the behavior when a person has a primary preference or makes the product their top choice.
- d. Exploratory interest, the behavior of someone who is always looking for information about the product they are interested in.

### **2. Price**

Price is an important element in a company because it is through pricing that a company generates *income* for its sustainability. In addition, price is also a tool that is later used as a means of exchange for goods or services by customers. Price indicators consist of (Keller, Philip Kotler, 2016):

- a. Affordability, where consumers feel that the price set is still within their means.
- b. Price suitability with product quality, which is a factor in pricing that is carried out in accordance with the level of quality obtained by consumers.
- c. Price suitability with benefits, which is the determination of prices to meet consumer needs in obtaining product benefits.
- d. Price according to ability or price competitiveness, which is the company's ability to offer quality products at lower costs and be competitive.

### **3. Consumer Perception**

Consumer perception is a process whereby a person, as a consumer, receives, pays attention to, and understands the available information (Dewi & Gosal, 2020). Consumer perception is a consumer trait that enables them to make purchasing decisions based on what they feel when they see a product (Triana, 2023). Consumer perception affects purchasing decisions because it is related to the first impression of a product and the resulting interest in purchasing it. Indicators of consumer perception include (Adler and Ronald B, 2010):

- a. *Selection*, which is the act of paying attention to certain stimuli in the environment.

- b. *Organization*, after selecting information, then organizing and piecing it together into meaning. Such as comparing, classifying, or categorizing, and interpreting.
- c. *Interpretation*, the subjective process of explaining perceptions in a way that is understandable or comprehensible.

#### 4. Purchase Decision

Consumer demand is the point at which the product obtained meets the buyer's expectations. The decision to purchase depends on the actual performance of the product in meeting the buyer's expectations. Consumers feel satisfied in many ways, and buyers will not be disappointed if the product meets their expectations. Consumer dissatisfaction is measured as the difference between consumer perceptions and reality (Pasolong, 2023). Indicators that can be used to measure purchase decision variables are product perfection, buying habits, and recommendations from others. The indicators of purchase decisions include (Armstrong, K, 2016):

- a. Product purchase, which is the process of buying a product carried out by consumers, whether goods or services that are desired.
- b. Selection of purchasing channel, which is the selection of a purchasing channel when buying a product, such as determining the place to make a transaction.
- c. Determining the time of purchase is when consumers make a purchase when they want to buy a desired product or service.
- d. Quantity, which is the amount or how many products consumers want or buy.

#### 5. Framework

The conceptual framework is the line of thinking used in this study, which is described comprehensively and systematically after establishing the supporting theory for this study. To direct the research so that it is in line with the problems and objectives applied, it is necessary to develop a conceptual framework for the study. The conceptual framework in this study is shown in the figure:

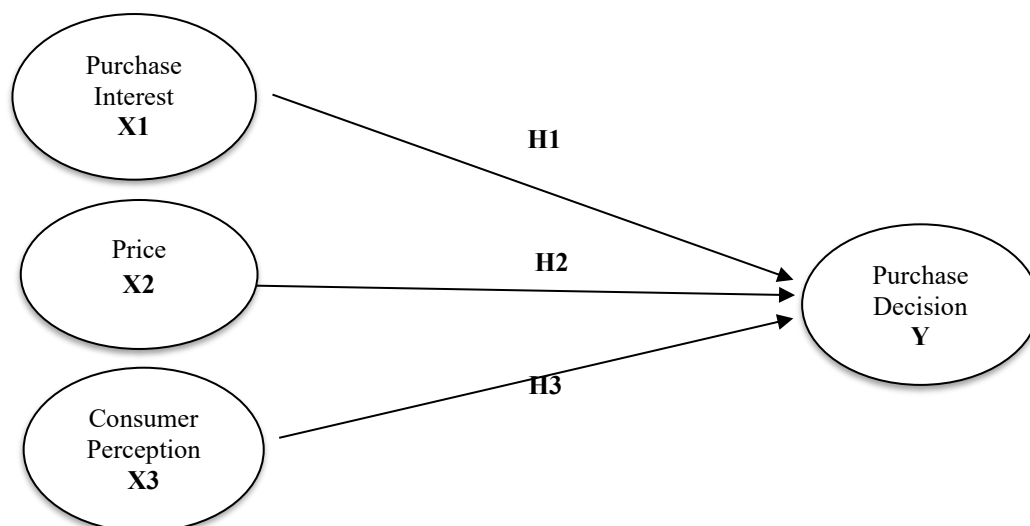


Figure 1. Research Framework

#### 6. Hypothesis

A hypothesis in research is a temporary answer or assumption regarding the research problem until research evidence in the form of data is collected. It is called an assumption because the explanation is only based on relevant theoretical exposition, not yet based on empirical facts obtained through data collection. (S. R. Mulyani, 2021). The hypothesis in this study is as follows:

### **H1 Purchase Interest Influences Purchasing Decisions**

Purchase interest influences purchasing decisions. If someone is curious about a product, they will develop an interest in purchasing it. It is this interest that causes consumers to explore by seeking information about products that interest them until they finally make a purchasing decision. This statement is in line with the theory that purchase interest is a psychological force within individuals that influences their actions. Purchase interest is considered a measure of the likelihood of consumers buying a product, where high purchase interest has an impact on the likelihood of a high purchase decision. (Leon G. Schiffman, 2018). Several studies have proven that purchase interest has a positive effect on purchasing decisions at the Flos Cibitung Coffee Shop. (Syah et al., 2024), purchase interest affects purchasing decisions (Sunardi & Cahyani, 2022), and research conducted by Saidah in 2020 states that purchase interest has a significant positive effect on purchasing decisions (Sari, 2020).

### **H2: Price Influences Purchasing Decisions**

Price is an important variable in marketing, and pricing can influence consumer behavior in making decisions to purchase a product. The price offered will be taken into consideration by consumers as they continue to seek information about what they are buying. This statement is supported by the theory that high prices result in low purchase decisions. Conversely, low prices result in high purchase decisions. (Philip Kotler, 2016). Based on research results that prove that the price variable has a significant positive effect on purchasing decisions (Firmansyah et.al, 2023), further evidence from the 2021 study by (Euis, 2021) states that price influences purchasing decisions at Lain Hati coffee shop in Semarang, and a study at Gudang Seduh *coffee shop* in Lumajang Regency states that price influences purchasing decisions (Alifisyah et al., 2023).

### **H3: Consumer Perception Influences Purchasing Decisions**

Consumer perception is the way consumers describe how they feel about a product or service (Fajar, 2024). Their first impression of a product will greatly influence their purchasing decision. This is in line with the theory that consumer perception is a process that a person goes through in choosing, selecting, and interpreting information in order to make a decision. (Sipiah and Sangadji, 2016). This statement is also supported by research findings that indicate consumer perception has a significant effect on purchasing decisions (Fadhila et al, 2020), with consumer perception having a positive and significant effect (Devica, 2020).

## **C. RESEARCH METHOD**

### **1. Type of Research**

This study uses descriptive research analysis with a quantitative approach, with the aim of describing and explaining systematically to obtain a conclusion (Luhgiantno et al, 2024). The data produced are in the form of numbers, which are then analyzed using *statistics* (Sugiyono, 2019). There are three independent variables in this study,

namely purchase interest (X1), price (X2), and consumer perception (X3), as well as one dependent variable, namely purchasing decisions (Y).

## 2. Population

Population is defined as the general area of subjects or objects that have certain characteristics and qualities. The population is taken to be studied, and conclusions are drawn (Sugiyono, 2018). The population in this study is the entire community that has ever purchased products at the Belikopi Sidoarjo shop, the number of which is unknown.

## 3. Sample

The sample is part of the number of specific characteristics in the population to be studied. The sample in this study used *non-probability sampling* techniques, which did not give equal opportunity to each member of the population to be sampled. Using *purposive sampling* techniques with certain considerations or criteria, this study used a sample with the criteria of men and women aged at least 16 years old who had purchased products at least twice at the Belikopi Sidoarjo shop.

Since the number of samples cannot be counted, the total number of samples is determined using the *Lamshow* formula (a formula used when the number of samples is unknown).

$$n = \frac{z^2}{4 (Moe)^2}$$

$$n = \frac{(1,96)^2}{4(0,1)^2} = 96,04$$

Note:

Sample size

Z = Confidence level in determining the sample, 95% = 1.96

Moe = *Margin of error*, the maximum error that can be correlated at 10%

Therefore, the calculation resulted in a sample size of 96.4, which was rounded up to 96 respondents, as the minimum number of respondents in this study.

## 4. Data Analysis Techniques

The data in this study used primary data, collected by distributing questionnaires containing several statements regarding purchasing interest, price, consumer perception, and purchasing decisions at Belikopi shops in Sidoarjo, with scores ranging from 1 to 5, from strongly disagree, disagree, neutral, agree, and strongly agree.

Data analysis was performed using *PLS-SEM (Partial Least Squares Structural Equation Modeling)* with the help of SmartPLS 3.0 software, which was used to analyze the primary data obtained. PLS-SEM analysis was used because data analysis is related to testing theoretical frameworks with complex structural models and includes indicators or relationship models. In Smart PLS analysis, there are several stages to solve problems, starting with describing the relationship between variables as hypothesized. The stages in using Smart-PLS are carried out in two testing stages, namely the measurement model test (Outer Model Measurement Model) and the structural test (Inner Model/Structural Model).

The measurement model test (Outer Model) is conducted to test indicators against latent variables. It begins with validity and reliability tests to ensure that the indicators

are valid and reliable in measuring latent variables. In the validity test, an indicator is considered convergent valid if the factor loading exceeds 0.7 and the Average Variance Extracted (AVE) value is greater than 0.5. Meanwhile, reliability can be assessed by looking at the Composite Reliability (CR), Cronbach's Alpha (CA), and rho\_A values, each of which must exceed 0.6. Structural model testing (Inner Model) aims to evaluate the relationship between the variables proposed in the hypothesis. The steps for structural model testing include: Assessment of the R Square (R<sup>2</sup>) value, also known as the coefficient of determination. The R Square value is interpreted as follows: 0.67 indicates a strong relationship between variables, 0.33 indicates a moderate relationship, and 0.19 indicates a weak relationship. Path Coefficient testing uses the bootstrapping method.

*Bootstrapping* is a non-parametric procedure used to assess the significance of path coefficients by estimating the standard error of the estimate. Hypothesis testing is based on the data analysis that has been carried out, taking into account the T-statistic and P-values. Path coefficients are considered significant if the P-values are less than 0.05, and the T-statistic values are greater than the critical values corresponding to the selected significance level (for example, 1.96 for a 95% confidence level). By following these steps, the study can evaluate the relationship between variables in the structural model and determine its statistical significance.

## D. RESULTS AND DISCUSSION

### 1. Research Results

Based on the results of the questionnaire distribution, a total of 96 respondents were obtained with the following classifications:

#### Respondent Characteristics

**Table 3. Respondents Based On Age**

No.	Age	Number of Respondents	Percentage
1.	16-21 Years Old	61	61%
2.	22-26 Years Old	31	35%
3.	27-31 Years Old	4	4%
4.	32-36 Years Old	-	-
<b>Total</b>		<b>96</b>	<b>100%</b>

Source: Questionnaire data processed, 2025

Based on Table 3 above, it shows that out of 100 respondents, 61 respondents or 61% were aged 16–21 years. This age group dominated the study, indicating that most respondents were young people. Meanwhile, there were 35 respondents aged 22–26 years old, or 35%, and 4 respondents aged 27–31 years old, or 4%. There were no respondents in the 32–36 age range. These results illustrate that the largest participation in the study came from the early productive age group, who are generally still in education or at the beginning of their careers.

**Table 4. Respondents Based On Gender**

No.	Gender	Number of Respondents	Percentage
1.	Male	16	16,67%
2.	Female	80	83,33%
<b>Total</b>		<b>96</b>	<b>100%</b>

Source: Questionnaire data processed, 2025



Based on the table above, it shows that most respondents are female, namely 84 people or 84% of the total respondents, while male respondents number 16 people or 16%. These results indicate that visitors to Kedai BeliKopi are predominantly female.

**Table 5. Respondents Based On Highest Level Of Education**

No.	Highest Level of Education	Number of Respondents	Presentase
1.	Elementary	-	-
2.	Junior High School	2	2,08%
3.	High School	73	76,04%
4.	Diploma	1	1,04%
5.	Bachelor	20	20,83%
6.	Master's/Doctorate	-	-
<b>Total</b>		<b>96</b>	<b>100%</b>

Source: Questionnaire data processed in 2025

Based on the table of educational background above, it can be seen that the majority of respondents have a high school education, namely 73 people or 73% of the total respondents. Furthermore, 24 respondents or 24% have a bachelor's degree, while only 2 respondents or 2% are junior high school graduates, and 1 respondent or 1% are diploma graduate. There were no respondents with an elementary school or master's/doctoral degree. These results indicate that most respondents have a secondary to higher education background, which is in line with the characteristics of visitors to Kedai BeliKopi Sidoarjo, who generally come from among students, university students, and young educated people.

**Table 6. Respondents Based On Occupation**

No.	Occupation	Number Of Respondents	Percentage
1.	Student	2	2,08%
2.	University Students	74	77,08%
3.	Employees	13	13,54%
4.	Others	7	7,39%
<b>Total</b>		<b>96</b>	<b>100%</b>

Source: Questionnaire data processed in 2025

Based on the table above, it can be seen that the majority of respondents were students, namely 74 people or 74% of the total respondents. Meanwhile, 13 respondents or 13% were employees, followed by 11 respondents or 11% in other categories, and 2 respondents or 2% were students. These results indicate that most respondents in the study at Kedai Belikopi Sidoarjo are students and employees who use Kedai Belikopi as a place to relax or do their assignments/work.

**Table 7. Respondents Based On Purchase Frequency**

No.	Purchase Frequency	Number of Respondents	Presentase
1.	< 2 kali	15	15,63%
2.	2 kali	19	19,79%
3.	> 2 kali	62	64,58%
<b>Total</b>		<b>96</b>	<b>100%</b>

Source: Questionnaire data processed in 2025

Based on the table above, it can be seen that most respondents, namely 62 people or 62%, made purchases more than twice at Kedai BeliKopi Sidoarjo. Meanwhile, 19

respondents or 19% made purchases less than twice and exactly twice. These results indicate that the majority of visitors have a high purchase frequency.

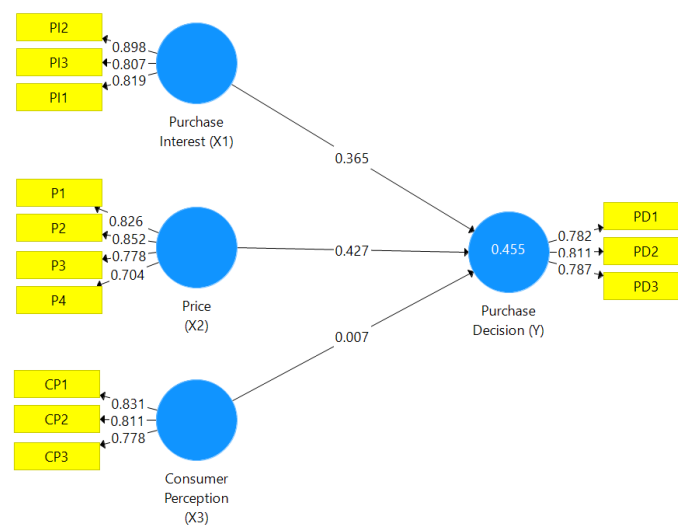
Based on the overall results of the respondent data in the study conducted at Kedai BeliKopi Sidoarjo, it can be concluded that the majority of respondents were women aged 16–21 years with a high school education and student status who purchased coffee more than twice a week. The overall results of the respondents' answers indicate that the largest participation in the study came from the early productive age group, who were generally still in education or at the beginning of their careers.

## 2. Data Analysis

The data analysis technique used in this study was PLS-SEM with the help of SmartPLS 3.2.8 software, which involves two stages of testing, namely the measurement model test (Outer Model) and the structural model test (Inner Model).

### a. Measurement Model Test (*Outer Model*)

The purpose of testing the measurement model is to determine the validity and reliability of each variable in relation to the research indicators. This test uses a *loading factor* value, which indicates the degree of correlation between the variable and the indicator. The *loading factor* value is considered *reliable* if the correlation value is  $> 0.7$ ; thus, the data is considered *valid*.



**Figure 2.**  
**Outer Loading Results in SmartPLS 3.29**

Based on Figure 2, it can be seen that the value of each indicator in each variable has a value  $> 0.7$ . Therefore, each indicator can be said to be reliable and valid; in other words, the relationship between variables meets the correlation value. In addition to using the loading factor value in the validity test, the convergent validity value (Average Variance Extracted) can also be used. The following are the convergent validity values in this study:

**Table 8. AVE Values**

Variable	Average Variance Extracted (AVE)	Description
Purchase Interest (X1)	0,627	Valid
Price (X2)	0,630	Valid
Consumer Perception (X3)	0,709	Valid

Purchase Decision (Y)	0,651	Valid
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Source: SmartPLS 3.29 data processing results

Based on Table 9 above, it can be explained that for each variable where the AVE value is  $> 0.5$ , it can be concluded that each research variable is valid or has met the criteria for its latent variable. Thus, the AVE value has met the criteria for good convergent validity.

**Table 9. Cross-Loading Values**

Indicator	Purchase Interest (X1)	Price (X2)	Consumer Perception (X3)	Purchase Decision (Y)
P11	<b>0,819</b>	0,428	0,474	0,572
P12	<b>0,898</b>	0,318	0,598	0,437
P13	<b>0,807</b>	0,298	0,570	0,307
P1	0,267	<b>0,826</b>	0,305	0,472
P2	0,345	<b>0,852</b>	0,257	0,500
P3	0,433	<b>0,778</b>	0,460	0,486
P4	0,309	<b>0,704</b>	0,222	0,392
CP1	0,581	0,302	<b>0,831</b>	0,339
CP2	0,472	0,336	<b>0,811</b>	0,310
CP3	0,487	0,324	<b>0,778</b>	0,339
PD1	0,375	0,390	0,270	<b>0,782</b>
PD2	0,363	0,485	0,236	<b>0,811</b>
PD3	0,547	0,505	0,437	<b>0,787</b>

Source: data processed using SmartPLS 3.29

Based on the analysis results in Table 10 above, it shows that the latent variables with indicators in the block have greater values compared to the indicators in the other columns, which have smaller values. With cross-loading for each variable having a value  $> 0.7$ , it can be concluded that these variables have values that meet the discriminant validity criteria.

### 3. Composite Reliability and Cronbach's Alpha

Construct reliability can be assessed by looking at the Cronbach's Alpha and Composite Reliability values of each construct. For good reliability, it is recommended that the Composite Reliability and Cronbach's Alpha values be greater than 0.7.

**Table 10. Composite Reliability Value**

Variable	Composite Reliability	Cronbach's Alpha
Purchase Interest (X1)	0,870	0,800
Price (X2)	0,836	0,711
Consumer Perception (X3)	0,880	0,806
Purchase Decision (Y)	0,848	0,732

Source: data processed using SmartPLS 3.29

### 4. Inner Model Testing

**R Square Value** The R Square value aims to measure the extent of the influence of exogenous latent variables on endogenous latent variables. Based on the R-square value criteria, an R-square value of 0.67 is interpreted as a good influence, 0.33 as a moderate influence, and 0.19 as a weak influence for endogenous latent variables in the structural model.

Table 11. R-Square Values

Variabel	R Square	R Square Adjusted
Purchase Decision (Y)	0,455	0,437

Source: data processed using SmartPLS 3.29

Based on the R Square test results in Table 12, the analysis shows that the Adjusted R Square value of the model is 0.437. This indicates that the simultaneous effect of the variables of purchase interest, price, and consumer perception on purchasing decisions is 0.437 or 43.7%. Since the adjusted R-Square is greater than 33% but less than 0.67%, the influence of all exogenous constructs X1, X2, and X3 on Y is moderate.

## 5. Hypothesis Testing

This hypothesis test aims to test the hypothesis between variable X and Y. A hypothesis can be said to be accepted if the value in the table matches the initial hypothesis, by looking at the t-statistic, original sample (O), and P-values. A variable can be said to have an effect if the t-statistic value is greater than the t-table value (1.96), whereas if it is smaller than the t-table value, it can be said that variable X does not affect Y. If the P-value is 0.05, then the hypothesis of variable X on Y is said to be insignificant. To determine whether the hypothesis value between variable X and Y has a negative or positive effect, we can look at the Original Sample (O) value. If the Original Sample (O) value shows a positive number (+), then we can say that the hypothesis between variable X and Y has a positive effect, while if the Original Sample (O) value shows a negative number (-), then we can say that the hypothesis between variable X and Y has a negative effect.

Table 12. Path Coefficient Values

Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STE DV)	P Values	Results	Hypothesis
Purchase interest in purchasing decisions	0,365	0,353	0,150	2,439	0,000	Positive and significant influence	Accepted
Price on purchasing decisions	0,427	0,440	0,088	4,832	0,015	Positive and significant influence	Accepted
Consumer perception of purchasing decisions	0,007	0,021	0,118	0,057	0,955	Not influential and not significant	Rejected

Source: data processed using SmartPLS 3.29

Based on the hypothesis test results table above, it can be seen that the Purchase Interest variable (X1) on the Purchase Decision variable (Y) has an *original sample (o)* value of 0.365 with a *t-statistic* value of 2.439, which is smaller than the *t-table* value (1.98) and a *p-value* of 0.000 ( $< 0.05$ ). This indicates that the purchase interest variable has a positive and significant effect on the purchase decision. Therefore, hypothesis one can be accepted.

Furthermore, the price variable (X2) on the purchase decision variable (Y) has an *original sample* value (*o*) of 0.427 with a *t-statistic* value of 4.832, which is greater

than the *t*-table (1.98) and *p*-values of 0.015 ( $< 0.05$ ). This result shows that the price variable has a positive and significant effect on purchasing decisions. Thus, hypothesis two can be accepted.

Meanwhile, the consumer perception variable (X3) on the purchase decision variable (Y) has an *original sample* value (*o*) of 0.007 with a *t*-statistic value of 0.057, which is smaller than the *t*-table (1.98) and *p*-values of 0.955 ( $> 0.05$ ). This indicates that the consumer perception variable has no effect and is not significant on purchasing decisions. Therefore, hypothesis three is rejected.

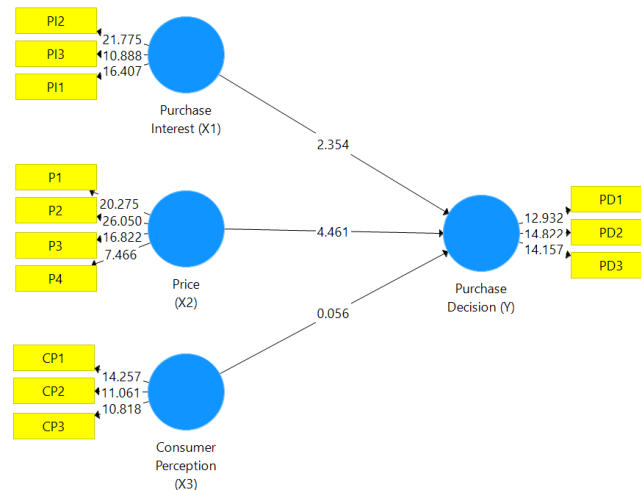


Figure 3. *Bootstrapping Test Results*

## 6. Discussion

### Purchase Interest Affects Purchasing Decisions

The results of the study indicate that purchase interest has a positive and significant effect on consumer purchasing decisions at Kedai Belikopi Sidoarjo. This shows that the higher the purchase interest of consumers, the greater the likelihood that they will decide to buy coffee products at the shop. The results also show that these findings are in line with consumer behavior theory, which states that purchase interest is an internal drive that arises from positive perceptions of a product, which ultimately leads individuals to make actual purchases.

The respondents' answers also show that most consumers are of productive age, ranging from 16 to 26 years old, and come from backgrounds as students, university students, and employees. This age group, with its practical and dynamic lifestyle, likes to try new things and actively uses social media. Belikopi itself also provides many product options and easy access through online sales and product promotions on social media and e-commerce platforms such as ShopeeFood, Gojek, and Grab, resulting in a high level of interest in buying contemporary beverage products such as coffee. This data is supported by research findings indicating that purchase interest has a positive and significant influence on purchasing decisions (Syah et al., 2024), (Gitania et al., 2025) and (Sari, 2020).

### Price Influences Purchase Decisions

The results of the study indicate that price has a positive and significant effect on consumer purchasing decisions at Kedai Belikopi Sidoarjo. Based on the analysis results, a positive *P* value with a significance level below 0.05 was obtained, indicating that the better the product price offered, the higher the tendency for consumers to make a

purchase. This shows that the pricing strategy applied by Belikopi is in line with consumer expectations and is able to significantly influence purchasing behavior.

This is in line with the pricing strategy implemented by Belikopi, where, compared to prices for similar products, Belikopi has a lower price advantage over similar products. Consumers consider that the price of products at Belikopi is comparable to the quality of the coffee taste, service, and atmosphere provided. Several studies also state that based on research results, the price variable has a significant positive effect on purchasing decisions (Darussalam & Supardi, 2023) and (Firmansyah & Yulianto, 2023).

Prices that are considered reasonable and competitive compared to similar shops make Belikopi an attractive choice for customers. In addition, the existence of discount promos, economical packages, and a digital application purchasing system also strengthens purchasing decisions because they provide added value for consumers.

### **Consumer Perceptions Influence Purchasing Decisions**

The results of the study indicate that consumer perceptions do not significantly influence purchasing decisions at Kedai Belikopi Sidoarjo. Based on the results of linear regression testing, the significance value of the consumer perception variable is above 0.05, which means that consumer perceptions do not have a significant influence on their decisions to purchase products at Belikopi. This shows that even though consumers have a positive view of Belikopi's image or reputation, these perceptions are not strong enough to encourage them to make purchasing decisions.

These findings indicate that other factors, such as price, promotion, and product quality, are more dominant in influencing purchasing decisions than perceptions of the brand or store image. Consumers recognize Belikopi as a store with fairly good quality, but their decision to buy is more influenced by immediate needs, price offers, or the desire to try new products. In other words, positive perceptions do not always lead to purchasing actions if they are not accompanied by emotional impulses or strong economic considerations. These results are also supported by studies stating that consumer perceptions do not influence purchasing decisions (Sundari, 2021), (Putra et al., 2022) and (Mulyani, A.S, 2022).

## **E. CONCLUSION AND SUGGESTION**

Based on the results of the analysis, it can be concluded that purchase interest and price have a positive and significant effect on purchasing decisions, while consumer perception has no effect and is not significant on purchasing decisions. In other words, H1 and H2 in the study are accepted, and H3 is rejected. The analysis results show that the higher the purchase interest of consumers, the greater the likelihood of them purchasing Kedai Belikopi. In addition, a competitive pricing strategy that is in line with product quality is also able to attract consumers' attention and encourage them to make a purchase decision. Meanwhile, consumer perceptions of the image or reputation of Kedai Belikopi are not yet strong enough to directly influence purchasing decisions, as consumers consider price and promotion factors more important in making their choices.

Based on these results and conclusions, the researchers recommend that Kedai Belikopi, especially in Sidoarjo, continue to increase consumer interest through menu innovation, more attractive promotions, and the use of social media in line with the characteristics of young customers. Competitive pricing strategies also need to be maintained and developed through economical packages, digital promotions, and loyalty programs so that consumers feel they are getting value for money. Although consumer

perception does not have a significant impact, Belikopi still needs to strengthen its brand image by maintaining the quality of taste, service, and comfort of the coffee shop.

For further research, it is recommended to add other variables such as product quality, promotions, brand image, or customer experience, as well as expand the scope of locations and number of respondents, so that the research results are more comprehensive, relevant, and have a better level of generalization.

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