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The Influence of Price Perception, Service Quality, Store Atmosphere and Word of Mouth on Purchasing Decisions

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Abstract

This research was conducted with the aim of examining the influence of price perceptions, service quality, store atmosphere, and word of mouth on purchasing decisions. The sample used in this research was consumers of the Kopi Kecil coffee shop in Cempaka Putih who had made a purchase and dine-in at least once at the Kopi Kecil coffee shop, totaling 100 people. The data collection method uses a questionnaire. Data analysis uses multiple linear regression analysis. The study results show that partially, price perception has an insignificant influence on purchasing decisions, service quality has an insignificant influence on purchasing decisions, partially, store atmosphere has a positive and significant influence on purchasing decisions, and partially, word of mouth has a positive influence and is significant to purchasing decisions. Managerial implications in this research Managers must understand how price influences customer perceptions, offer product packages at cheaper prices than buying them separately to increase the value perceived by customers, and Collect and analyze feedback from customers to find out areas that need to be improved in service.

Keywords: Price Perception, Service Quality, Store Atmosphere, Word of Mouth, Purchasing Decisions

1. Introduction

The development of the coffee business is currently very rapid. This trend can be seen from the many coffee outlets available and around us and happens because of the new lifestyle, which makes coffee places not just places to drink coffee but become places to gather with friends, do assignments, meet and meet with clients, and become working spaces (Suryani & Kristiyani, 2021). Sensitivity in reading everything that consumers need is something that coffee business owners must continue to improve.

The large number of offline and online shop-based coffee service providers can create various price perceptions and make coffee fans have many choices of coffee brands they want to visit and consume, services that provide comfortable places to beautiful natural views, some even only utilizing a narrow space such as a home garage is proof of the rapid development of competition in the coffee business, according to the statement put forward by (Setyawan, 2021; (Bulan & Larashati, 2022)).

The increasing number of competing and competitive products means that marketing efforts that are different and of high quality are needed. Business actors are trying to attract consumers and retain consumers to increase purchases and ultimately make purchasing decisions. Many factors influence purchasing decisions (Rahman, 2020). Marketing management is a system of business activities designed to plan, set prices, and distribute products, services, and ideas that are able to satisfy the desires of the target market in order to achieve company goals (Setyaningsih, 2021). Meanwhile, according to Schiffman & Kanuk (2018) price perception is the consumer's perspective regarding high and low prices, which then has an attractive power on purchasing decisions. Comparison of prices from one coffee shop to another is usually compared in terms of the comfort of the place, the atmosphere of the coffee shop, the taste and quality of the coffee served, the quality of service, and the location of the area of the coffee shop.

Define Service quality as fulfilling or exceeding customer expectations regarding the services provided. Service quality can provide satisfaction with what consumers expect and want because consumers want to be served well and given the best service in the places they visit. The existence of a Store Atmosphere that is different from other coffee shops also influences purchasing decisions made by consumers (Mustafa & Santosa, 2024). The concept and design of the place, which is different from other coffee shops, causes increased interest from visitors; this is important, not just the taste and quality of the products offered. Store Atmosphere has the aim of attracting consumers' attention to visit, making it easier for consumers to find the items they need, motivating consumers to make immediate plans, influencing consumers to make purchases, and providing satisfaction in shopping (Ilyas & Saraswati, 2021).

Word-of-mouth communication (WOM) is a communication process in the form of providing recommendations both individually and in groups regarding a product or service with the aim of providing personal information. However, there may be reviews that can only be guaranteed and sometimes be good because it really depends on a customer's perspective (Rodhi, 2021). Purchase decision is the stage in the buyer's decision-making process where consumers actually buy. Every individual has almost the same way of making decisions. However, several factors can differentiate decision-making between each individual, namely age, personality, income, and culture of each environment (Lestari, 2021). According to Turki and Amara (2017), WOM is a form of commercial communication that is the most important concept of behavioral intention.

At the purchasing decision stage, consumers will have several considerations. Considerations that are often used are as follows (Kotler & Keller, 2018): Product choice. Companies must be able to focus attention on consumers who intend to buy. Companies can focus on product advantages and benefits, and brand choice. Companies will compete with their competitors to offer similar products, so they need to pioneer a strong brand. This is characterized by interest in brands, buying habits of certain brands, and price suitability, dealer choice. Companies that are quite stable usually have several distributors to reach their consumers. The indicators of the distributor chosen by consumers are related to the ease of getting the desired product, the services provided, and the availability of stock at the distributor (Sari et al., 2023).

The purchasing decision process that is made requires more information to help customers make purchasing decisions (Rudansky, 2017). Purchase decisions are defined as post-purchase behavior after purchasing intention (Prasad et al., 2019). Purchasing decisions obtained by customers through price perceptions and information from WOM will result in customer

satisfaction if they purchase more than once. Customer satisfaction is achieved when customers are satisfied with the performance of the services they receive. Research (Dwijantoro et al., 2022) shows that purchasing decisions are consumer behavior where individuals or groups choose goods or services to fulfill satisfaction or needs. Consumer purchasing decisions are purchasing a brand that consumers like, but 2 factors can occur between purchasing decisions and purchasing intentions. For this reason, business actors must pay more attention to and understand the factors that influence purchasing decisions, including E-WOM, Store Atmosphere, and Location (Dewi & Sari, 2020).

Sensitivity in reading everything that consumers need is something that coffee business owners must continuously improve. The many providers of coffee services based on offline and online stores can create a variety of price perceptions and give coffee lovers many choices for the coffee brands they want to visit and consume, services that provide comfortable places to beautiful natural scenery, even some only use narrow spaces such as home garages are evidence of the rapid development of competition in the coffee business. the increasing number of competing products and competitors, of course, requires marketing efforts that have differences and quality. Business actors strive to attract consumers and retain consumers to increase purchases and ultimately make purchasing decisions (Mustafa & Santosa, 2024).

2. Literature Review and Hypothesis

Buying decision

Kotler and Keller (2018) state that purchasing decisions are the process of consumer decisions taken to purchase products or services offered through a purchasing decision process, which includes consumer decisions before making a purchase and at the time of making a purchase. The stages in the purchasing decision process Abdullah & Tantri (2019) are as follows: Needs recognition, which is a process that begins when consumers realize there is a problem regarding a need in their life; Information search, which is when consumers want to know more about the tools to satisfy their needs or appropriate brands. Searching for information generally often comes from mass media or the experiences of local people who have purchased and tried the product brand. Evaluation of alternatives, namely consumers, will process the brand as the final stage in making decisions.

Price Perception

Price According to Lailatan Nugroho (2017), the definition of price is the amount of money or other aspects in a monetary unit where the money or aspects contain the utility elements needed to own a product. Confirmed by Cahyono (2018), who summarized the expert's opinion regarding the definition of price, namely the amount of money (with the possibility of adding several items) needed to combine several products along with the services offered. The conclusion is that price is the most important factor in selling a product in order to compete with other competitors. Prices have several indicators, namely, affordable prices. Price affordability is something that consumers hope for before choosing a purchasing decision because they will buy a product that they think is appropriate for the funds they have in price alignment.

Service quality

Tjiptono (2017) explains that companies have the potential to increase market share by meeting customer-driven quality levels. This means that the company effectively fulfills the attributes requested by customers. Tjiptono (2017) explains that there are five main dimensions of service quality: reliability, responsiveness, assurance, empathy, and physical evidence.

Store Atmosphere

Argues that the atmosphere is a crucial physical characteristic of every business. It plays a role in creating a comfortable atmosphere according to consumer dreams, making consumers want to linger in a shop or restaurant, and indirectly stimulating consumers to do something, such as purchase.

Word of Mouth (WOM)

According to Priansa (2017), Word of Mouth is a marketing activity in providing information about a product or service from one consumer to another consumer to discuss, promote, and sell a brand to other people. According to Kotler and Armstrong (2016), Word of Mouth is personal communication about a product between target buyers and their neighbors, friends, family members, and people they know. Word-of-mouth communication refers to the exchange of comments, thoughts, or ideas between two or more consumers who are not official marketers of the company (Silalahi et al., 2020). The information obtained from Word of Mouth is clearer and easier for consumers to understand because the message in the information comes directly from people who have experience. According to Bickart and Schindler (2014) Word of Mouth communication usually consists of words spoken and exchanged with a friend or relative in a face-to-face situation.

Research Conceptual Framework

(Santosa & Hidayat, 2014) defines a conceptual framework as something about the relationship between independent variables and dependent variables through mediator variables, which will be observed and measured through research that will be carried out and compiled from various theoretical sources that have been described. The following is the conceptual framework in Figure 1
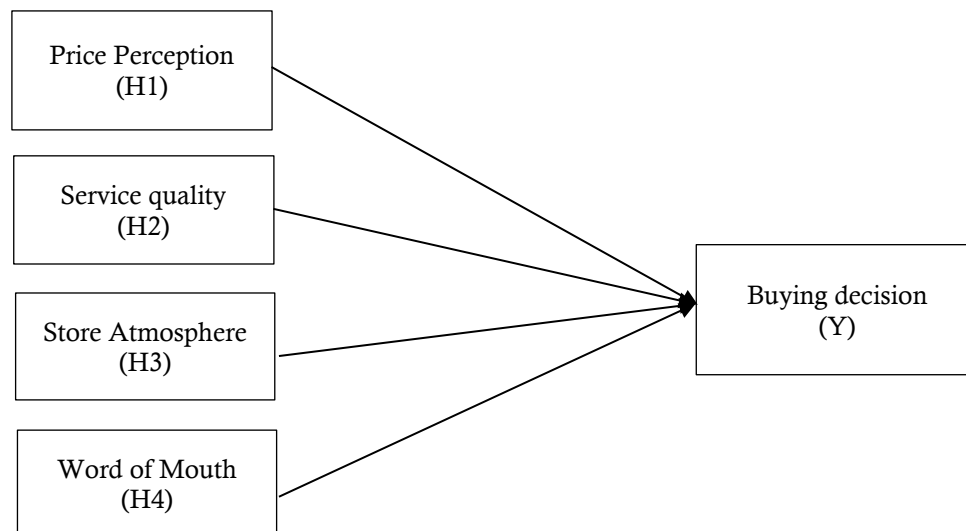

Figure 1. Research Conceptual Framework

Research Hypothesis
Price Influences Purchasing Decisions
Price According to Lailatan Nugroho (2017), the definition of price is the amount of money or other aspects in a monetary unit where the money or aspects contain the utility elements needed to own a product. Confirmed by Cahyono (2018), who summarized the expert's opinion regarding the definition of price, namely the amount of money (with the possibility of adding several items) needed to combine several products along with the services offered. The conclusion is that price is the most important factor in selling a product in order to compete with other competitors. Based on research conducted by Yaqin (2022), price has a significant effect on purchasing decisions; according to research conducted price has a positive and significant effect on purchasing decisions. This result is supported by research conducted, which states that price has a positive influence on purchasing decisions. According to BE Silaban & Rosdiana (2020), price has a significant influence on the purchasing decision-making process in this research. From the explanation above, the following hypothesis can be drawn:
H1: Price has a positive influence on purchasing decisions

Service Quality Influences Purchasing Decisions

According to Simamora (2017) and (Assidiki & Budiman, 2023), the sequence of steps taken to provide services to customers is known as service quality. So service quality is a form of effort from the company itself in order to fulfill all the desires desired by a consumer. The indicators used are reliability, tangibility, responsiveness, assurance, and empathy. This finding is because superior service is very important for service businesses. Previous study conducted by PH Silaban & Manihuruk (2020), Wibowo & Rahayu (2021), BE Silaban & Rosdiana (2020), stated that a purchasing decision choice is significantly influenced by service quality. From the explanation above, the following hypothesis can be drawn:

H2: Service Quality Influences Purchasing Decisions

Store Atmosphere Influences Purchasing Decisions

According to Kotler & Armstrong (2018), a purchasing decision is a decision-making process to purchase a product that starts from recognizing the problem, searching for information, evaluating alternatives, forming a purchasing decision, and ultimately resulting in post-purchasing behavior, namely satisfaction or dissatisfaction with the product purchased. Thus, the store atmosphere can be interpreted as an atmosphere or condition that can stimulate consumers to make purchases at that place. Influenced by smell, comfort, lighting conditions, design, and layout in the environment. It has been proven by previous research that there is a strong, positive, and significant influence of Store Atmosphere on purchasing decisions, which is the result of research conducted by from the explanation above, the following hypothesis can be drawn:

H3: Store Atmosphere Has a Positive Influence on Purchasing Decisions

Word of Mouth Influences Purchasing Decisions

WOM (Word of Mouth), namely the search for information from the surrounding environment, is the result of word-of-mouth communication about views or assessments of a product or service (Kartika Sari & Gani, 2024). E-WOM is all non-formal communication aimed at consumers via Internet media regarding the use or specifications of products, whether in the form of goods, services, or sellers. Word of Mouth is a form of information from word of mouth that is informal communication regarding the evaluation of goods and services. Word of Mouth (E-WOM) indicators, are Intensity, Positive Valence (positive consumer opinion), Negative Valence (negative consumer opinion), and Content (Content/Information). States that Word of Mouth has a positive effect on purchasing decisions.

H4: Word of Mouth has a positive influence on purchasing decisions

3. Data and Methods

Types of research

In this research, the type of research used is quantitative research. Quantitative research uses data that is asked about numbers and analyzed using statistical techniques. It is a research method based on positivistic (concrete data) research data in the form of numbers that will be measured using statistics as a calculation test tool related to the problem being studied to produce a conclusion. The types of data that will be used as measuring tools in this research are primary and secondary data.

Method of collecting data

The data collection process is a process carried out by the author to obtain accurate data or analysis of everything that he wants to research. This research uses several types of data, data sources, and data collection techniques, which will be explained in this section. The data collection technique used in this research used a survey in the form of a questionnaire or questionnaire aimed at active Yarsi University students. The questionnaire is given in a way distributed using a Google form as an intermediary; the questionnaire includes questions referring to the attitudes, responses, satisfaction, and expectations of respondents, which are

asked to determine the relationship between the independent variable and the dependent variable being studied. This research uses an approach using the SPSS (Statistical Product and Service Solutions) application.

Population and Sample

The population in this study were students from Yarsi University class 2019-2022, totaling 2,672 people, and who had been consumers of the Cempaka Putih branch of Kopi Kecil. Purposive sampling is determining the sample with several considerations. In this research, there are respondent criteria to help with sample selection. This research uses the Slovin formula. The total number of students at Yarsi University class 2019 – 2022 at Yarsi University is 2,672 students by calculating the sample size using the Slovin technique. The total population in this study is 2,762 students at Yarsi University class 2019 - 2022, so the percentage of allowance that can be used is 10% and the results of the calculation can be rounded to achieve suitability. Meanwhile, for the sample, the number of respondents that will be used is 100 total respondents from all students at Yarsi University class 2019-2022; this is based on making data processing easier and getting accurate data testing results.

4. Results

Validity test

Based on the table above, the calculated r column > 0.30 indicates that all statement items in the price perception variable are declared valid. Statement item number 4 has the highest calculated r value, 0.73, and statement item number 2 has the lowest calculated r value, 0.703.

In the Service Quality variable, the calculated r column > 0.30 indicates that all statement items in the service quality variable are declared valid. Statement item number 4 has the highest calculated r-value, 0.795, and statement item number 1 has the lowest calculated r-value, 0.664.

The calculated r column in the Store Atmosphere variable is > 0.30, so it can be interpreted that all statement items in the service quality variable are declared valid. Statement item number 2 has the highest calculated r-value, 0.758, and statement item number 1 has the lowest calculated r-value, 0.679.

The calculated r column in the Word of Mouth variable is > 0.30, so it can be interpreted that all statement items in the service quality variable are declared valid. Statement item number 2 has the highest calculated r-value, 0.749, and statement item number 1 has the lowest calculated r-value, 0.685.

The calculated r column in the Purchasing Decision variable is > 0.30, so it can be interpreted that all statement items in the service quality variable are declared valid. Statement item number 4 has the highest calculated r-value, 0.825, and statement item number 1 has the lowest calculated r-value, 0.742.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach Alpha	r Table	Information
Price Perception (H1)	0.860	0.60	Reliable
Service Quality (H2)	0.892	0.60	Reliable
Store Atmosphere (H3)	0.794	0.60	Reliable
Word Of Mouth (H4)	0.802	0.60	Reliable
Purchase Decision (Y)	0.919	0.60	Reliable

Source: Processed data (2019)

Based on the table above, it can be seen that the Cronbach's Alpha results for each variable are more than the required minimum Cronbach's Alpha standard, namely greater than 0.60 or 60%. So it can be seen that the price perception variable (H1) has a Cronbach Alpha value of 0.86, the service quality variable (H2) has a Cronbach Alpha value of 0.892, the store atmosphere variable (H3) has a Cronbach Alpha value of 0.794, the word of mouth variable (H4) has a Cronbach Alpha value of 0.802, and the consumer purchasing decision variable (Y) has a Cronbach Alpha value of 0.919. Thus, all variables are reliable because all variables have a Cronbach's Alpha value of > 0.60.

Multiple Linear Regression Analysis Test

Table 3. Multiple Linear Regression Analysis Test Results

	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	,903	1,078		0.838	0.404
Price Perception	,221	0.118	0.156	1,872	0.064
Service quality	,167	0.097	0.146	1,725	0.088
Store Atmosphere	,852	0.162	0.429	5,262	0,000
Word of Mouth	,498	0.160	0.259	3,115	0.002

Source: Processed data (2019)

Based on the table above, it can be interpreted that if the variables price perception, service quality, store atmosphere, and word of mouth have a constant value, meaning that every time each unit is increased, the purchasing decision will have a value of 0.903.

The regression coefficient for the price perception variable is positive. This shows that if price perception (H1) increases, purchasing decisions (Y) will increase. This means that every time one unit of price perception increases, purchasing decisions increase by 0.221.

The regression coefficient for the service quality variable is positive. This shows that if service quality (H2) increases, purchasing decisions (Y) will increase. This means that every time one unit of service quality increases, purchasing decisions increase by 0.167.

The regression coefficient for the store atmosphere variable is positive. This shows that if the store atmosphere (H3) increases, purchasing decisions (Y) will increase. This means that every time one unit of service quality increases, purchasing decisions increase by 0.852.

The regression coefficient for the word-of-mouth variable is positive. This shows that if word-of-mouth (H4) increases, purchasing decisions (Y) will increase. This means that every time there is an increase in one unit of service quality, purchasing decisions increase by 0.498.
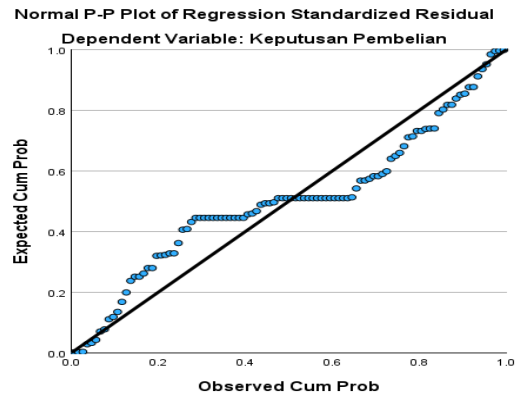
Normality test

Figure 1. Normality Test Results

This graph shows that all existing data is normally distributed because it is spread in the area around the diagonal line and follows the diagonal direction. Therefore, it can be concluded that the data meets normal assumptions or follows the normality line.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	Price Perception	0.325	3,078
	Service quality	0.313	3,196
	Store Atmosphere	0.339	2,950
	Word of mouth	0.325	3,077

Source: Processed data (2019)

Based on the table above, the characteristic variables price perception, service quality, store atmosphere, and word of mouth have tolerance values > 0.10 and < VIF 10. Thus, it can be concluded that all independent variables used in this research are not correlated between one independent variable and another independent variable or that multicollinearity does not occur.
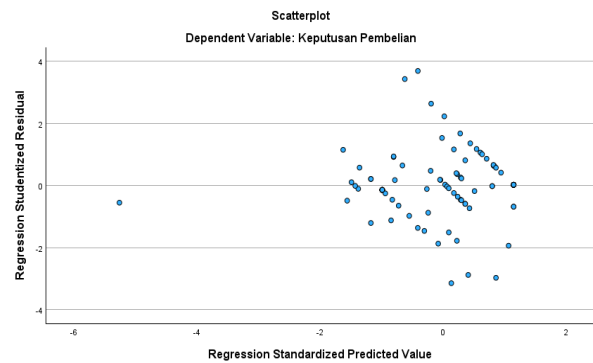
Heteroscedasticity Test

Figure 2. Heteroscedasticity Test Results

Based on the graph above, the distribution is spread out. It does not form a particular pattern, so it can be concluded that in this regression model, there is no heteroscedasticity problem. Based on the results of testing the assumptions above, it can be stated that the regression equation model has met the requirements of the best linear unbias estimator (BLUE) so that the equation model contained in this research can be used to predict or formulate the relationship between H1, H2, H3, H4 and Y, namely the coefficient the regression is the best.

Hypothesis Test Results
Partial Test (t-Test)

Table 5. Partial Test Results (t-Test)

Variable	t table	t Count	sig	Information
(Constant)	1,984	0.903	0.838	Not significant
Price Perception	1,984	1,872	0.064	Not significant
Service quality	1,984	1,725	0.088	Not significant
Store Atmosphere	1,984	5,262	0,000	Significant
Word Of Mouth	1,984	3,115	0.002	Significant

Source: Processed data (2019)

Based on the table above, the price perception variable has a positive and insignificant effect on purchasing decisions can be seen from the significant value of 0.064, which is greater than 0.05. Judging from the calculated t value of 1.872, statistically, the regression coefficient for the price perception variable is not significant because the calculated t value is smaller than the t table (1.984) means that the price perception variable in this study has an insignificant influence on the purchasing decision variable. So, for the price perception variable, Ho is accepted, and Ha is rejected.

The service quality variable is positive and insignificant in purchasing decisions can be seen from the significant value of 0.088, which is greater than 0.05. Judging from the calculated t value of 1.725, statistically, the regression coefficient for the service quality variable is not significant because the calculated t value is smaller than the t table (1.984) means that the service quality variable in this study has an insignificant influence on the purchasing decision variable. So, for the service quality variable, Ho is accepted, and Ha is rejected.

The store atmosphere variable has a positive and significant influence on purchasing decisions. This result can be seen from the significant value of 0.000, which is smaller than 0.05. Judging from the calculated t value of 5.262, statistically, the regression coefficient for the store atmosphere variable has a significant effect because the calculated t value is greater than the t table (1.984). This finding means that the store atmosphere variable in this research has a significant influence on the purchasing decision variable. So, for the store atmosphere variable, Ho is rejected, and Ha is accepted.

The word-of-mouth variable has a positive and significant influence on purchasing decisions. This result can be seen from the significant value of 0.00, which is smaller than 0.05. Judging from the calculated t value of 3.115, statistically, the regression coefficient for the word-of-mouth variable has a significant effect because the calculated t value is greater than the t table (1.984) means that the word-of-mouth variable in this study has a significant influence on the purchasing decision variable. So, for the word-of-mouth variable, Ho is rejected, and Ha is accepted.

Coefficient of Determination Test
Based on the results of the Adjusted R Square value in Table 4. above, it is 0.777 or in percentage (77.7%) means that the magnitude of the influence of perceived price, service quality, store

atmosphere, and word of mouth on purchasing decisions at Kopi Kecil Coffee Shop is 77.7%. Meanwhile, 22.3% is influenced by other factors such as brand image, product quality, brand awareness, promotions, and product variations. This finding means that perceived price, service quality, store atmosphere, and word of mouth have a large contribution to purchasing decisions.

5. Discussion

The Effect of Price on Purchase Quality
Based on the research results in Table 5, the price perception variable Ho is accepted, and Ha is rejected, which means that price perception (H1) has a positive and insignificant effect on purchasing decisions (Y). So, price perception does not have a significant effect on purchasing decisions. This means that the perception that the price is expensive or not expensive has no influence on purchasing decisions, which means that there is no strong influence of the price perception variable on purchasing decisions. Maybe for YARSI University students, the condition of the shop inside and the invitations from people around are more important than the price offered where they can chat, joke, and do their assignments because the price for them is not as important as when the menu they ordered is more expensive, but that is it. Does not affect YARSI University students. Based on research conducted by Mulyana (2021), price does not influence purchasing decisions.

The Influence of Service Quality on Purchasing Decisions
Based on the research results in Table 5, the service quality variable Ho is accepted, and Ha is rejected, which means that service quality (H2) has results that have a positive and insignificant effect on purchasing decisions (Y). It can be concluded that service quality does not have a significant effect on purchasing decisions, which means there is no strong influence of the service quality variable on purchasing decisions. Maybe for YARSI University students, the condition of the shop inside and the invitations from people around are more important than the service offered where they can chat, joke, and do their assignments because service for them is not as important as when the service is less responsive, and not good, that does not affect YARSI University students. Previous research conducted by PH Silaban & Manihuruk (2020), Wibowo & Rahayu (2021), BE Silaban & Rosdiana (2020), stated that a purchasing decision choice is significantly influenced by service quality.

The Influence of Store Atmosphere on Purchasing Decisions
Based on the research results in Table 5, store atmosphere has a significant effect on purchasing decisions, meaning that if the store atmosphere variable increases, purchasing decisions also increase, then the store atmosphere variable also has a strong influence on purchasing decisions. This means that a good store atmosphere that meets expectations influences purchasing decisions. For YARSI University students, the condition of the shop inside and the outside of the shop is more important where they can chat, joke, and do their work comfortably. This finding is the same as research (Tansala et al., 2019), which states that store atmosphere influences positively or significantly on customer decisions in making purchases at Gramedia Manado.

The Influence of Word of Mouth on Purchasing Decisions
Word of Mouth is a promotional medium carried out by people to convey information about the value of a product or service that they have used to other people, and this will have a positive or negative impact on the assessment of someone who is given information about the product or service (Kotler & Armstrong (2016). Based on the results of the t-test in Table 5, for the word of mouth variable, Ho is rejected, and Ha is accepted, which means that word of mouth (H4) has a positive and significant effect on purchasing decisions (Y), meaning that the word of mouth variable increases purchasing decisions. also increased, the word of mouth variable also had a strong influence on purchasing decisions. So, word of mouth has a significant influence on purchasing decisions. This finding means that word of mouth or recommendations from people around influence the purchasing decisions of YARSI University students; it is important

to have recommendations regarding places to visit, both from local people and social media. These results are in line with research conducted by Hasibuan et al. (2023), which state that Word of Mouth has a positive effect on purchasing decisions.

6. Conclusion

Based on the results of the research, the discussion proposed in this study regarding price perception, service quality, store atmosphere, and word of mouth on purchasing decisions in this research is as follows: Price perception does not influence purchasing decisions at the Kopi Kecil Cempaka Putih coffee shop. This result means that the price given does not influence purchasing decisions; service quality does not influence purchasing decisions at the Kopi Kecil Cempaka Putih coffee shop. This finding means that the quality of service provided does not influence purchasing decisions. Store atmosphere has a positive and significant influence on purchasing decisions at the Kopi Kecil Cempaka Putih coffee shop means that the better the condition of the store atmosphere will influence purchasing decisions; word of mouth has a positive and significant influence on purchasing decisions at the Kopi Kecil Cempaka Putih coffee shop means that the more frequent recommendations from the surrounding environment, whether on social media or people around you, will influence purchasing decisions.

The managerial implication in this research is that managers need to set prices that are competitive and in accordance with the value perceived by consumers. Prices that are too high or too low can affect the perception of product quality and value. Maintaining responsiveness to customer needs and complaints can increase customer satisfaction and loyalty. Arranging product layouts strategically to make it easier for customers to find the items they want and increase impulse buying. Responding to negative reviews. quickly and professionally can reduce negative impacts and demonstrate commitment to good service. Managing price perceptions, service quality, store atmosphere and word of mouth well can improve consumer purchasing decisions. Managers need to develop holistic and integrated strategies to ensure that each of these elements contributes positively to consumers' shopping experiences and purchasing decisions.

Recommendations

Based on the results of this research, there are several suggestions, such as the perception that the price of the Kopi Kecil coffee shop has yet to reach the expected value. So it must be explored again, analysis of differences in price perceptions between consumer segments. Research can be conducted to compare price perceptions between different consumer segments, such as age groups, income levels, and the need for improvements in service provided by Kopi Kecil employees. For example, speed and accuracy in service, then the level of good and friendly service must also be improved, the layout and layout of each ornament in the shop must also be given more attention so that visitors can be more interested and make purchasing decisions easier. This research can compare the effectiveness of offline and online word of mouth, as well as identify factors that influence the credibility and impact of word of mouth on both platforms in order to increase purchasing decisions among consumers.

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