Analysis of Consumer Goods Purchase Decision Based Perceived Price, Quality Products and Sales Promotions

Case Study Starbucks consumers in Bogor City

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Abstract—In globalization era, many people are paying attention to what they consume, including coffee. As a result, coffee consumption in Indonesia has been increasing every year because not only older people but also young individuals have started drinking coffee to meet their needs. Therefore, in the transaction of coffee beverages, there are many factors influencing consumers' product choices, as there is a wide variety of products offered by different brands. The objective of this research is to analyze the influence of price perception on purchasing decisions, examine the impact of product quality on purchasing decisions, and investigate the effect of sales promotions on purchasing decisions for Starbucks products. Therefore, the researcher expects to obtain favorable results based on good data, which can have a positive impact on the environment and the company. This study focuses on the influence of price perception, product quality, and sales promotions on purchasing decisions within a specific company, Starbucks. The research was conducted among consumers who are familiar with and have purchased Starbucks products. A questionnaire was employed as the research instrument, and the data collected were quantitative in nature. Structural Equation Modeling (SEM) was used for the analysis, utilizing Lisrel 8.8 and SPSS 26 software. The findings of this study indicate that all three variables, namely price perception, product quality, and sales promotions, have a positive and significant impact. Hence, Starbucks consumers are more likely to make purchases if the offered price aligns with their assessment, the provided quality is excellent, and the promotions are advantageous to the consumers.

Keywords—Perceived Price; Product Quality; Sales Promotion; Consumer Good.

I. INTRODUCTION

Connoisseur drink coffee first is among parents, only those who enjoy it, however with progress technology and development behavior humans, children young Already start drink coffee for fulfil need they. Coffee shop or regular called by children young is *coffeeshop* place that provides various type coffee products served by the so-called coffee maker as a barista. Baristas are required profession in every *coffeeshop* Because his role in make various type type drinks containing coffee started from *Cappuccino, Café Latte, Americano,* and more Lots other coffee drinks. Development coffee drinks are influenced by development era, the role of coffee began shifted in a way slowly because of the coffee earlier drink caffeinated relieve drowsiness, become *lifestyle* in the public spacious, good That child young as well as parents. *Lifestyle* This Already develop everywhere as example, child young buy coffee drink on one *coffeeshop* and taking photos himself with coffee, then uploaded on social media that he has well it's Instagram or TikTok. They think it is cool and satisfies their social needs as coffee lovers.

With the growth of coffee enthusiasts, one aspect of coffee sales, namely *coffee shops,* can also be found everywhere, with the same drinks but in different atmospheres and locations. That matter create experience created owner *coffeeshop* to customer feels very good and enjoyable. Atmosphere place is also one of them aspect in choose *coffeeshop* with so do customers will choose in accordance with what are they want to do it, like when want to Work outside office, choose a place that doesn't too crowded can be one choice, or for those who want relieve stress can choose a place with beautiful and cool views, with so the place and atmosphere on offer owner *coffeeshop* can become Power pull Alone for customers, and customers can too choose in accordance desired needs.

However, with the current development of coffee lovers, the issue of price has become a very sensitive choice in purchasing coffee products. With the prices offered by *the coffee shop* for the presentation, service and atmosphere provided, customers hope to get a pleasant experience which means maximum service (friendly & informative), delicious coffee served (coffee quality), various attractive packages (promos) and a pleasant atmosphere. desired according to what is expected. That way, the costs incurred by customers will be the same as the expected experience. It will be different if the price does not match what is expected, customers will be disappointed in the service and have a bad experience. This can cause customers to be reluctant to come back to the *coffee shop* because they have had an unpleasant experience with the service.

Product quality is part of the development of coffee, every *coffee shop* serves coffee products according to the quality they have. In other words, the quality of products in *coffee shops* varies because the baristas in *coffee shops* have different working hours. This is influenced by the quality of the ingredients used to make coffee, such as the coffee beans used, the whole milk used, the coffee machine used, and the temperature used. Baristas are *trained* in making coffee according to the recipe book owned by *the coffee shop,* but there is a term that is used by the public that "Each barista's hand has a different taste, different hands have different tastes". This refers to customer satisfaction in enjoying coffee, meaning that customers have confidence in the barista in making their coffee, and the barista who makes the customer's coffee will feel very special in terms of taste and presentation. This will make the experience received by customers feel very pleasant. Because it is made directly by people they trust, it has special value for the barista and *the coffee shop.* To market the products owned by *the coffee shop,* accurate marketing is needed so that the products sold sell well, and *the coffee shop* makes a profit. This cannot be separated from the sales promotions given by *the coffee shop* to customers. By using the right promotions, customers will benefit from the promotions given. It also makes customer will come to - *coffeeshop* For buy the product. With development advanced technology method Sales have also changed from before only Can buy directly, customer can buy it from House through online sales on *marketplaces* (Gofood, Grabfood, and Shopeefood). For *the marketplace* is looking significant development of coffee, no throw away chance This For open self for the owners *coffeeshop* For register self as well as the product into the *marketplace* For sell the product via online. This also became plus point for owner *coffeeshop* so you can sell the product via online so expand purchasing market share to make it profitable *coffee shop.* This also makes it easier customer in decided For buy whichever coffee you want selected, however with many *coffeeshop,* The promotions offered are also different, stay customers choose which coffee products will be purchased.

One of company biggest in coffee industry and already have branch almost throughout the country and of course in Indonesia, there is one, namely Starbucks. Starbucks entered Indonesia operating under the company PT. Sari Coffee Indonesia. This company is a subsidiary of retail giant PT. Mitra Adiperkasa, Tbk (MAP Group) by paying a very expensive license of IDR 500,000,000.00. However in accordance with high *brand* value so that this Starbucks *brand* become classy *coffeeshop* in Indonesia. Starbucks Indonesia serves appropriate service with Starbucks is in another country, but the menu is displayed different with other countries and there are a number of material that is not owned by Starbucks Indonesia, but the general menu The same with center starbucks that is in America. Difference culture between countries that make it several different menus matter This result every existing Starbucks Different countries have appropriate menus with his country alone, with so creation various type taste and experience innovation in Enjoy different coffees. Starbucks inside his service provide the best, the quality of the coffee provided is also good, as well own Lots promotion that makes customer interested in buy product Starbucks. However Prices given by Starbucks Enough tall around Rp. 40,000 - Rp. 65,000 in sale the product, however with price given There is quality the best given and the experience given.

With apply matter the starbucks make customer feel very special moment buy product starbucks, and get mark more from customer. With so customer will satisfied in a way emotional, however return again to everyone who works at Starbucks

Indonesia what apply method the or No. Starbucks doesn't only sell drink just but Starbucks also sells various type *pastries,* and *sandwiches* on offer For accompany customer when enjoy the coffee he bought. Then Starbucks also sells *yoghurt, juice,* and *merchandise. Merchandise* offered covers place drink (tumbler), glass cup, place eating, tools brew coffee, and of course Starbucks coffee beans for sale too. With so starbucks become *coffeeshop* that sells various type goods, and Starbucks Indonesia is also a retail store No Again *coffeeshop* that serves coffee only.

The purposes of this research is to analyze and know influence from Perceived Price, Quality Products and Sales Promotions in a way partial and simultaneous on Purchasing Decisions consumer Starbucks products.

II. LITERATURE REVIEW

2.1 Perceived Price

According to Kotler and Armstrong (2012), price is the nominal charge to consumer For obtain benefit from product or service. So from That perception price is a process in each consumer give value at the expected price of the product or appropriate services, with his perception. About price, consumer can look for from various source related price something product or services and can compare price from every suitable product, with his perception. When consumers Already Can perceive something product with Good so consumer can direct determine time purchase product the Because Already in accordance with what to expect. Every consumer have perception of each moment see price Want to That low price or expensive, p This because consumer have Assessments vary for each individual. Basically, when consumer evaluate price, consumer No only depends on nominal, but depend from thoughts and angles look consumer related price. So from That company must determine suitable price For reach good perception so that consumer Can decide the purchase. With the explanation can concluded, perception price is thinking from every consumer related price with information obtained For compare something the same product with *brands* different so that Can decide which price is appropriate.

According to Kotler and Amstorng (2016) there is a number of indicator perception price in corner look consumer, indicator the will explained as following :

1. Affordable prices. When consumers want to buy products, consumers will look for cheap product, price cheap is desired price consumer.

2. Set price odd. Set price with price odd, will make consumer will feel very responsible in buy product so that consumer will buy product such and will get return from results purchase.

3. right price with quality product. Every consumer will buy suitable product with desired quality matter This link with problem price, whether price paid in accordance with acceptable quality.

4. right price with benefit. Consumer will always look for product with benefit in accordance his needs, p This linked with price is Already in accordance with benefits that have been accepted.

5. Competitiveness price. When consumers want to buy products, consumers will see different product *brands* For compare them Because consumer will look for low price For bought it.

6. Price set period certain. During certain periods, some companies will set prices according to that period, such as at Christmas, where each shop sets special prices during Christmas celebrations.

2.2 Quality Product

According to Kotler and Armstrong (2012), " *the ability of a product to perform its functions, includes the product's overall durability, reliability, accuracy, ease of operation and repair, and other valuable attributes* ". The meaning is ability from product For operate function, along with endure in use, reliability, accuracy, ease used and justified, and everything attribute other. According to Nurhayati (2011), product quality is the quality provided for consumer needs. Meanwhile, according to Assauri in Arumsari (2012: 45), product quality is the quality contained in a product where the results received by consumers are in accordance with what is stated in the product. From the explanation given, it can be concluded that product quality is the condition where consumers feel that the benefits obtained from the product are suitable and in accordance with their wishes.

According to Tjiptono and Chandra (2010:130) there are 8 indicators quality product For researched, including :

a. Performance. Based on function from products purchased, such as speed making product, product taste, comfort and convenience in buy, constitute points the main thing that consumers think about moment Want to buy product.

b. Features. Represents something the advantages it has from product and become characteristic typical from product the.

c. Reliability. In use product, yes assessed based on speed reaction from use product and how optimal the product is can used.

d. Conformation. Products offered is in accordance with existing specifications informed, and when used must in accordance with existing specifications informed

e. Durability. Durability become aspect important because basically use product will always carried out by consumers and consumers will evaluate is product the durable or No.

f. Ability service. When purchasing something products, consumers want to served with good with so consumer will choose place Where consumer can served with Good.

g. Aesthetic. Characteristics This can assessed based on emotion from consumers, every consumer have assessment Alone in design something product, with so in matter This No can generalized the assessment.

h. Perceived Quality. When it is buy products, consumers will direct use product the, from here can said that the company that makes it product the will assessed by consumers is product the accordingly moment used or no, p this can also be done concerning image from something company.

2.3 Sales Promotion

According to Kotler (2007), promotion is element important For inform product with time particular, which is created For alluring consumer For buy with large amount. Promotions are routine activities held by companies to attract consumers to buy their products. To run a promotion, companies must determine what promotional tools they want to use to achieve targeted sales. Promotion is an activity to inform buyers about a product, which is carried out effectively and efficiently, so that consumers can buy the product being promoted. The method of conveying information must be based on facts that are relevant to the product being informed about. Promotion is a marketing activity that is always visible and carried out regularly by the company. Promotion is a means of communicating information to buyers to influence them. From the explanation explained, it can be concluded that sales promotions are activities carried out by companies to inform consumers about products so that consumers can accept and buy these products. According to Kotler and Keller (2016) there are 8 indicators in sales promotion which will be explained as follows:

1. *Coupons.* A coupon is a piece of paper containing a serial number or barcode issued by a company to provide a discount on the purchase of a particular product. Purpose of giving coupon to make consumer come return For shopping.

2. *Rebates* (deductions price). Piece price is the most frequent promo awaited by consumers Because with this promo can profitable consumer so that consumer Want to buy lots during discount promotions price.

3. *Price pack.* Price set as package can make consumer feel benefited Because with exists price package, consumer No need For buy product in a way separated Because Already There is price package.

4. The sample is a trial something product in sales, consumers can try sample the before buy product that, whether product the suitable for him or No. Samples are provided for free with aim for consumers can feel product the before truly buy it.

5. Meaningful *premium*   customer the get a number of superiority Because has get right *premium* from company with so consumer can buy goods with cheap and different prices from price already set. With form *premium* Consumers can too get present from company with notes consumer has buy existing items become condition For get present the.

6. *Cashback* is a promotion held by the company to attract consumers. By using this promo, when consumers buy a product, they will get the cash back that has been paid, which can be paid in cash or non-cash.

7. *Continuity programs* this program offer present when when consumer has do purchase with a certain nominal in a way accumulative will get present.

8. *Contests and sweepstakes* (contests and sweepstakes). By using this promotion, consumers must take part in a contest held by the company to get the prizes offered.

2.4 Buying Decision

According to Kotler and Keller (2009), decisions purchase is consumer can decide a number of matter from draft A *brands* products on the line existing products. Another definition of decision purchase according to Kotler and Keller (2012:227), decision purchase is a process carried out by consumers start from problems encountered, collection information, evaluations made by consumers, and decisions For do purchase. From the explanation can concluded, decision purchase is a process of influence consumer For buy product or based services from agreement second split party. According to Kotler (2018:70), there are 3 indicators that can be done make consumer make decision purchase of the product to be explained as following :

1. Steadiness in a product. Consumers choose one of several product options. This choice is based on quality, quality, affordable price, and other factors that can determine the consumer's desire to buy the product.

2. Habit in buy product. Habit consumer in buy product influence the decision purchase. Consumer feel product the Already too sticks in mind they Because they Already feel benefit from product the.

3. Give recommendation to other people. While doing purchase, if consumer get appropriate benefits with A product, them Certain recommend product the with other people. They want other people to feel it too that product it's very good and more Good from product other.

III. RESEARCH METHOD

Study This is study quantitative. Research process with use method This nature deductive, because use existing theories For formulate hypothesis Because get formulated problem. Then hypothesis the tested with method quantitative and analyzed and produce data, whether the data produced The same with hypothesis created or No as well as Can finish formulated problem or no, so results from the data can concluded Then can understood by others.

The object to be become material study This is Starbucks Indonesia. The subject will be researched is a person who has Once buy Starbucks products and a minimum age of 15 years. Population study This is people who enjoy it coffee drink or existing society drink coffee, be at least 15 years old and know product Starbucks. Data from amount population No is known or No infinite. Because of population No is known with Certain the amount so from That study This using the formula or formula from Cochran. Based on formula the with a population that does not is known with using a margin of error of 5%. Will be obtained sample as many as 385 respondents.

Technique used For gather sample is spread questionnaire For get the answer is Non -random Sampling as well use purposive sampling method. *Confirmatory Factor Analysis* (CFA) is one tests carried out when use SEM method. Testing This intended For know how much Good the variables being measured in study represent amount construct or more indicators little (Hair et al., 2014). So that with exists testing This can is known series connection every latent variables that do not can be measured in a way direct. Proposed hypothesis in this study are:

H1: Price Perceptions Have an Influence positive and significant on Purchasing Decisions. If $t_{value} \geq 1.96$.

H2: Quality Product Influential positive and significant on Purchasing Decisions. If $t_{value} \geq 1.96$.

H3: Promotion Sale Influential positive and significant on Purchasing Decisions. If $t_{value} \geq 1.96$

IV. FINDING AND DISCUSSION

4.1 Finding

Data obtained For study This originate from distributed questionnaires to respondents who have willing For fill in questionnaire. Amount samples taken For researched as many as 400 samples from existing customers buy product Starbucks. Distribution questionnaire done in a way No direct or online via google form with method distribute the questionnaire link or QR code through group *WhatsApp,* message personal *WhatsApp, WhatsApp* status, *Instagram stories,* and *Instagram direct messages* to contacts with I. The data collection process was carried out for 6 months on 14 December 2022 – 9 May 2023. The

questionnaire that has been distributed by researchers can seen in table 4.1 as following :

Table 4.1 Distribution Questionnaire

No.	Information	Frequency	Percentage (%)
1	Questionnaires distributed	588	100%
2	Accepted questionnaires	400	68%
3	Questionnaires are not in accordance criteria	188	32%
4	Processed questionnaire	400	68%

Completed questionnaire distributed by researchers as many as 588 with using the distributed google form through WhatsApp and Instagram applications. With see the table above, data obtained by researchers a total of 588 questionnaires, with questionnaire that can accepted amounting to 400 questionnaires, and there were 188 questionnaires that were not can accepted or No in accordance with desired criteria. In table on can seen percentage distribution questionnaire that has been spread until with questionnaire that can processed by researchers a total of 400 questionnaires.

Chi-Square=1588.14, df=269, P-value=0.00000, RMSEA=0.111
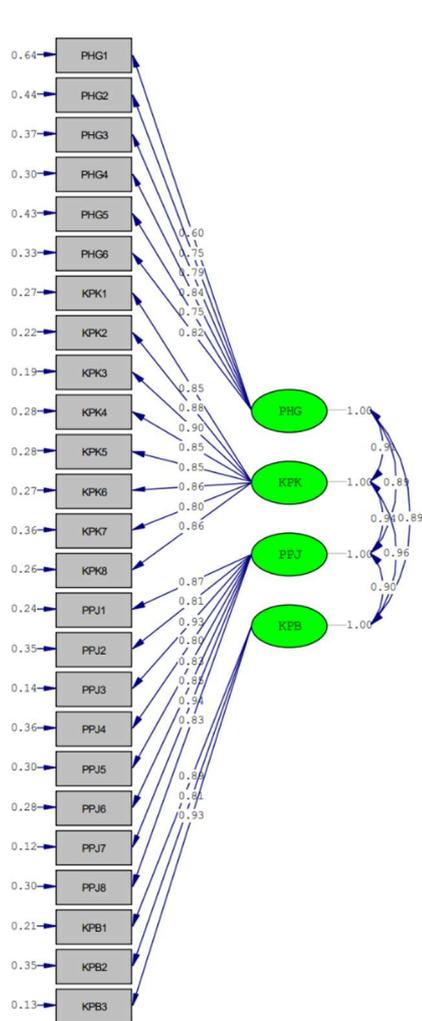
Figure 4. 1Results of the basic standardized solution model

Chi-Square=1588.14, df=269, P-value=0.00000, RMSEA=0.111
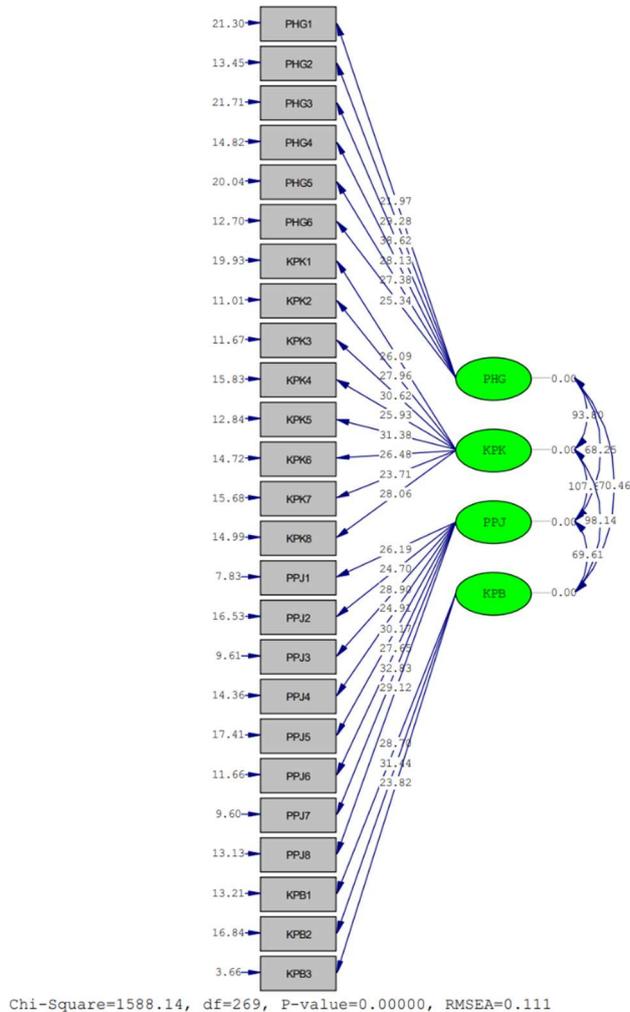
Figure 4. 2Basic T-Value model results

Source : Primary Data LISREL 8.80 output

Information :

PHG	= Price Perception (X1)	KPK	= Quality Products (X2)
PPJ	= Promotion Sales (X3)	KPB	= Purchase Decision (Y)

Based on type gender, respondent who filled in questionnaire This based on type sex with the results of the data obtained from respondents manifold sex man as many as 155 people (38.8%) and respondents Woman as many as 245 people (61.2%). So the amount respondents the most is respondents from type sex Woman compared to with respondents man. Based on domicile, the respondent fills in questionnaire This based on domicile with the results of the data obtained from respondents domiciled in Bogor City as many as 254 people (63.5%), those domiciled in Bogor Regency as many as 60 people (15%), and those domiciled outside Bogor City and Regency as many as 86 people (21.5%). So the amount respondents the most is respondents who live in Bogor City were compared with Bogor Regency and outside Bogor City and Regency.

Based on age, respondent who filled in questionnaire This based on age with the results of the data obtained from respondents aged 15 years - 25 years as many as 293 people (73.3%), aged 26 - 36 years as many as 80 people (20%), aged 37 years - 47 years as many as 16 people (4%), aged ≥ 48 years as many as 11 people (2.7%). So the amount respondents the most is

respondents aged 15 years - 25 years compared to with range age other. Based on education level, respondents filled in questionnaire This based on education final with the results of the data obtained from respondents with level High school/ equivalent education as many as 175 people (43.8%), with level Diploma education as many as 65 people (16.3%), with level Bachelor's education as many as 141 people (35.3%), with level Master's education as many as 14 people (3.5%), with level education Doctor as much as 1 person (0.3%), and from level education other as many as 4 people (1%). So the amount respondents the most is respondents with level High school/ equivalent education compared to with level education other.

Based on job, the respondent filled in questionnaire This based on work with the results of the data obtained from respondents with work Student / Student as many as 124 people (31%), with work Employee Private as many as 151 people (37.8%), with work Apparatus State Civil Servants as many as 21 people (5.2%), with work Self-employed as many as 42 people (10.5%), with work other as many as 62 people (15.5%). So the amount respondents the most is respondents with work Employee Private compared to with work other. Based on magnitude income, respondents filled in questionnaire This based on income with the results of the data obtained from respondents with income ≤ IDR 1,000,000 as many as 32 people (8%), with income IDR 1,000,000 to IDR 2,500,000 as many as 94 people (23.5%), with income Rp. 2,500,000 to Rp. 4,000,000 as many as 125 people (31.3%), with income ≥ IDR 4,000,000 as many as 149 people (37.2%). So the amount respondents the most is respondents with income ≥ IDR 4,000,000 compared to with income other.

Confirmatory Factor Analysis Test Results

Confirmatory Factor Analysis used for assess each error or model validity and determination influence grouping from factor or existing variables in models. Test this CFA done with 2 stages testing namely Model Validity Test and Model Reliability Test.

Validity test Instrument

CFA test was performed with measure each loading factor of each indicator used in study. So that every indicator will seen the result is valid or No. When results invalid, then indicator the must deleted or No can followed include For model testing. Indicator can is said to be valid if fulfil minimum value used namely ≥ 0.5. For makes it easier discussion, then results from the grouped CFA test in each variable, as following :

Table 4. 2 Variable CFA Test Results Perceived Price

Variable	Indicator	SLF	Minimum Value	Information
Price Perception	PHG1	0.60	0.50	Valid
	PHG2	0.75	0.50	Valid
	PHG3	0.79	0.50	Valid
	PHG4	0.84	0.50	Valid
	PHG5	0,75	0,50	Valid
	PHG6	0,82	0,50	Valid

Based on table above on all PHG variables indicators studied produce mark *standardized loading factors* (SLF) above 0.5 with results This. Can be declared valid accordingly with Hair er al., (1995) about *relative importance and significance of the factor loading of each item,* states that load factor standard ≥ 0.5 is *very significant.* Therefore, research using this data can be continued to the next stage.

Table 4. 3 Variable CFA Test Results Quality Product

Variable	Indicator	SLF	Minimum Value	Information
Quality Product	KPK1	0.85	0.50	Valid
	KPK2	0.88	0.50	Valid
	KPK3	0.90	0.50	Valid
	KPK4	0.85	0,50	Valid
	KPK5	0,85	0,50	Valid
	KPK6	0,86	0,50	Valid
	KPK7	0,80	0,50	Valid
	KPK8	0,86	0,50	Valid

Based on table above on all PHG variables indicators studied produce mark *standardized loading factors* (SLF) above 0.5 with results This. Can be declared valid accordingly with Hair er al., (1995) about *relative importance and significance of the factor loading of each item,* states that load factor standard ≥ 0.5 is *very significant.* Therefore, research using this data can be continued to the next stage.

Table 4. 4 CFA test results for variables Sales Promotion

Variable	Indicator	SLF	Minimum Value	Information
Promotion Sale	PPJ1	0.87	0.50	Valid
	PPJ2	0.81	0.50	Valid
	PPJ3	0.93	0.50	Valid
	PPJ4	0.80	0,50	Valid
	PPJ5	0,83	0,50	Valid
	PPJ6	0,85	0,50	Valid
	PPJ7	0,94	0,50	Valid
	PPJ8	0,83	0,50	Valid

Based on table above on all PHG variables indicators studied produce mark *standardized loading factors* (SLF) above 0.5 with results This. Can be declared valid accordingly with Hair er al., (1995) about *relative importance and significance of the factor loading of each item,* states that load factor standard ≥ 0.5 is *very significant.* Therefore, research using this data can be continued to the next stage.

Table 4. 5 CFA test results for variables Promotion Sale

Variable	Indicator	SLF	Minimum Value	Information
Buying decision	KPB1	0.89	0.50	Valid
	KPB2	0.81	0.50	Valid
	KPB3	0.93	0.50	Valid

Based on table above on all PHG variables indicators studied produce mark *standardized loading factors* (SLF) above 0.5 with results This. Can be declared valid accordingly with Hair er al., (1995) about *relative importance and significance of the factor loading of each item,* states that load factor standard ≥ 0.5 is *very significant.* Therefore, research using this data can be continued to the next stage.

Reliability Test Instrument

Reliability is the consistency of a measurement. High reliability shows that the indicator has high consistency in measuring its latent construct. On measurements reliability in SEM will using *a composite reliability measure* (measure reliability composite) and *variance extracted measure* (measure extract variant).

Table 4. 6 Results of the reliability test (construct reliability)

Variable	Indicator	SLF	Error of Variance	CR > 0.70	AVE > 0.50	Information
Perceived Price	PHG1	0.60	0.64	0.892	0.581	Reliable
	PHG2	0.75	0.44			
	PHG3	0.79	0.37			
	PHG4	0.84	0.30			
	PHG5	0.75	0.43			
	PHG6	0.82	0.33			
Quality Product	KPK1	0.85	0.27	0.957	0.734	Reliable
	KPK2	0.88	0.22			
	KPK3	0.90	0.19			
	KPK4	0.85	0.28			
	KPK5	0.85	0.28			
	KPK6	0.86	0.27			
	KPK7	0.80	0.36			
	KPK8	0.86	0.26			
Sales Promotion	PPJ1	0.87	0.24	0.957	0.738	Reliable
	PPJ2	0.81	0.35			
	PPJ3	0.93	0.14			
	PPJ4	0.80	0.36			
	PPJ5	0.83	0.30			
	PPJ6	0.85	0.28			
	PPJ7	0.94	0.12			
	PPJ8	0.83	0.30			
Purchase Decision	KPB1	0.89	0.21	0.909	0.770	Reliable
	KPB2	0.81	0.35			
	KPB3	0.93	0.13			

Based on Table 4.28. According to Hair et al., (1998) stated that A construct have mark good reliability If CR value > 0.7 and AVE > 0.5. With results in the table above, with variables and each indicator produce CR and AVE values that meet existing criteria set. Therefore the data can be received and used at the next stage.

Model Fit Test Results

Model fit test was carried out with objective For identify what is the model being studied ? Already in accordance or Not yet. Where to identify suitability will done testing with refers to some index model fit viz Cmin / df, GFI, AGFI, NFI, TLI/NNFI, CFI, and RMSEA. The following are the results of the model suitability test which can be seen in Table 4.29.

Table 4. 7 Test results from model fit

Index Model Fit	Results	Cut off value	Information
CMIN/DF	5.91 (CMIN = 1588.14 & Df = 269)	*Good fit (≤ 2)*	Not fit
GFI	0.78	*Good fit (≥ 0.9)*	Not fit
AGFI	0.73	*Good fit (≥ 0.9)*	Not fit
NFI	0.48	*Good fit (≥ 0.9)*	Not fit
TLI/NNFI	0,47	*Good fit (≥ 0,9)*	Not fit
CFI	0,52	*Good fit (≥ 0,9)*	Not fit
RMSEA	0,11	*Good fit (≤ 0,08)*	Not fit

Index Modification on Model Result

Based on the results of the model fit test in Table 4.29 were found that Still there is mark index that is not yet fit. This matter because, value index Still is at the top mark *cut off* namely in the RMSEA index, the CMIN/DF value is still not fit yet because The results obtained are very large, the values of GFI, AGFI, NFI, NNFI, CFI are still not yet fit results under of 0.9. Therefore that, for increase mark the must done modification index on the model based results *modification indices.* Where, modification index This done with method add connection *error covariance* carried out on indicators that have the same variables (Hair et al., 2014). In modifying the index in this model, it was carried out 4 times. Following is the results of each iteration in model modification :

1. **Iteration 0 (Preliminary Results)**

The following are the results of iteration 0 of the model fit test.

Table 4. 8 Results of suggestions for modifying indices for the 0th iteration

Indicator	Reduction in Chi-Square	Estimate new
PHG2 - KPB1	58.9	- 0.03
PHG2 - PHG1	104.0	0.12
PHG3 - KPB1	141.0	0.07
PHG5 - KPB3	59.5	- 0.05
PHG5 - PHG1	67.1	0.12
PHG6 - KPB2	110.5	0.08
KPK1 - PHG5	53.6	0.04
KPK3 - KPB3	94.2	0.05
KPK4 - KPK2	81.0	0.04
KPK5 - KPB1	59.1	- 0.04
KPK5 - PHG2	64.5	0.06
KPK5 - PHG3	61.3	0.05

KPK5 - PHG5	62.2	- 0.07
KPK6 - KPK5	64.0	0.04
KPK7 - PHG3	53.6	- 0.04
KPK7 - KPK1	145.4	0.06
KPK7 - KPK3	80.3	- 0.05
KPK8 - KPK4	60.5	0.04
PPJ1 - PHG6	53.2	- 0.05
PPJ2 - KPK4	123.5	- 0.06
PPJ3 - KPK6	53.1	- 0.03
PPJ4 - KPK4	68.7	- 0.05
PPJ4 - PPJ1	51.0	0.06
PPJ4 - PPJ2	92.0	- 0.07
PPJ5 - PHG3	52.1	- 0.04
PPJ5 - PPJ3	62.2	- 0.05
PPJ6 - PHG5	58.0	0.07
PPJ6 - KPK4	59.3	- 0.05
PPJ7 - PHG5	97.0	- 0.06
PPJ7 - KPK1	78.7	0.04

In the 0th iteration in Table 4.30, it is indicator to be modified index on the model with method respecification of the model with method of model development strategy Hair et al., (1998). according to Jöreskog and Sörbom (1995), If initial model No suitable With existing empirical data, the model is modified and tested returns with the same data. So from that's the data used For modification index that is use mark reduction in Chi-Square (*decrease in Chi-Square*) in the relationship indicators that have mark highest between others, researchers peg values above 50 will modified.

2. 1st Iteration

The following are the results of the 1st iteration of the model fit test.

Table 4. 9 Model suitability test results (1st iteration)

Index Model Fit	Results	Cut off value	Information
CMIN/DF	3.35 (CMIN = 792.21 & Df = 237)	*Good fit (≤ 2)*	Not fit
GFI	0.89	*Good fit (≥ 0.9) Marginal fit (0.8 ≤ GFI ≤ 0.9)*	Marginal fit
AGFI	0.85	*Good fit (≥ 0,9) Marginal fit (0,8 ≤ AGFI ≤ 0,9)*	Marginal fit
NFI	0,74	*Good fit (≥ 0,9)*	Not fit
TLI/NNFI	0,74	*Good fit (≥ 0,9)*	Not fit

CFI	0,80	*Good fit (≥ 0,9) Marginal fit (0,8 ≤ CFI ≤ 0,9)*	Marginal fit
RMSEA	0,077	*Good fit (≤ 0,08)*	Good fit

In Table 4.31 you can is known that after done modification index on the model with through modification index connection indicators in table 4.30, results Cmin / df Still Not yet *fit* with value 3.35, meanwhile For index other models are not compatible yet fulfil mark *cut off.* So it is necessary to carry out more iterations to reduce the overall value of the model.

Table 4. 10 Results of suggestions for modifying indices for the 1st iteration

Indicator	Reduction in Chi-Square	New Estimate
PHG5 – PHG3	36.4	-0.05
PHG6 – PHG5	27.1	0.06
KPK6 – PHG5	26.9	0.04
KPK8 – PHG6	40.8	0.05
PPJ5 – PHG4	28.8	-0.04
PPJ5 – PHG5	34.4	0.05
PPJ7 – KPK4	38.4	-0.04
PPJ7 – PPJ5	35.6	0.05
PPJ8 – PHG4	41.9	0.06

In the 1st iteration, overall index Still Not yet fulfil mark *cut off,* so Still required modification Again. It can be seen in Table 4.32 done chi-square subtraction was performed on the relationships indicators that have mark reduction at the highest Chi-square. Researcher set values above 25 will modified.

3. 2nd Iteration

The following are the results of the 2nd iteration of the model fit test.

Table 4.11 Model suitability test results (2nd iteration)

Index Model Fit	Results	Cut off value	Information
CMIN/DF	2.61 (CMIN = 595.20 & Df = 228)	*Good fit (≤ 2)*	Not fit
GFI	0.92	*Good fit (≥ 0.9)*	Good fit
AGFI	0,88	*Good fit (≥ 0,9) Marginal fit (0,8 ≤ AGFI ≤ 0,9)*	Marginal fit
NFI	0,81	*Good fit (≥ 0,9) Marginal fit (0,8 ≤ NFI ≤ 0,9)*	Marginal fit
TLI/NNFI	0,82	*Good fit (≥ 0,9) Marginal fit (0,8 ≤ NNFI ≤ 0,9)*	Marginal fit
CFI	0,87	*Good fit (≥ 0,9) Marginal fit (0,8 ≤ CFI ≤ 0,9)*	Marginal fit
RMSEA	0,064	*Good fit (≤ 0,08)*	Good fit

In Table 4.33 you can is known that after done modification index on the model with through modification index connection indicators in table 4.32, results Cmin / df Still Not yet *fit* with value 2.61, meanwhile For index other models are compatible fulfil mark *cut off* though Still there is existing value in *marginal fit*. So it is necessary to carry out more iterations to reduce the Cmin/Df value.

Table 4. 12 Results of suggestions for modifying indices for the 2nd iteration

Indicator	Reduction in Chi-Square	New Estimate
KPK2 – PHG2	16.8	-0.03
KPK2 – PHG5	24.2	-0.05
KPK3 – PHG5	23.2	0.04
KPK6 – KPK1	18.8	-0.03
PPJ2 – PHG2	19.0	-0.04
PPJ3 – PPJ1	16.6	-0.03
PPJ3 – PPJ2	21.6	0.04
PPJ7 – PPJ6	16.8	-0.03
PPJ8 – PHG5	29.0	0.07

In the 2nd iteration, index Cmin / Df Still Not yet fulfil mark *cut off,* so Still required modification Again. It can be seen in Table 4.34 done chi-square subtraction was performed on the relationships indicators that have mark reduction at the highest Chi-square. Researcher set values above 15 will modified.

4. 3rd Iteration

The following are the results of the 3rd iteration of the model fit test.

Table 4. 13 Model suitability test results (3rd iteration)

Index Model Fit	Results	Cut off value	Information
CMIN/DF	2.17 (CMIN = 473.62 & Df = 219)	*Good fit ($\leq$ 2)*	Not fit
GFI	0.93	*Good fit ($\geq$ 0.9)*	Good fit
AGFI	0.90	*Good fit ($\geq$ 0.9)*	Good fit
NFI	0,84	*Good fit ($\geq$ 0,9) Marginal fit ($0,8 \leq$ NFI $\leq 0,9$)*	Marginal fit
TLI/NNFI	0,87	*Good fit ($\geq$ 0,9) Marginal fit ($0,8 \leq$ NNFI $\leq 0,9$)*	Marginal fit
CFI	0,91	*Good fit ($\geq$ 0,9)*	Good fit
RMSEA	0,054	*Good fit ($\leq$ 0,08)*	Good fit

In Table 4.35 you can is known that after done modification index on the model with through modification index connection indicators in table 4.34, results Cmin / df Still Not yet *fit* with value 2.17, meanwhile For index other models are compatible fulfil mark *cut off* though Still there is existing value in *marginal fit*. So it is necessary to carry out more iterations to reduce the CMIN/Df value.

Table 4. 14 Results of suggestions for modifying indices for the 3rd iteration

Indicator	Reduction in Chi-Square	Estimate new
KPK1 – KPB1	15.4	0.02
KPK8 – KPK1	11.5	-0.02
PPJ2 – PHG5	11.4	0.03
PPJ2 – KPK2	13.1	0.03
PPJ4 – KPK2	10.2	0.03

In the 3rd iteration, index Cmin / Df Still Not yet fulfil mark *cut off,* so Still required modification Again. It can be seen in Table 4.35 done chi-square subtraction was performed on the relationships indicators that have mark reduction at the highest Chi-square. Researcher set values above 10 will modified.

5. 4th Iteration

The following are the results of the 3rd iteration of the model fit test.

Table 4.15 Model suitability test results (4th iteration)

Index Model Fit	Results	Cut off value	Information
CMIN/DF	1.98 (CMIN = 423.39 & Df = 214)	*Good fit (≤ 2)*	Good fit
GFI	0.94	*Good fit (≥ 0.9)*	Good fit
AGFI	0,91	*Good fit (≥ 0,9)*	Good fit
NFI	0,86	*Good fit (≥ 0,9) Marginal fit (0,8 ≤ NFI ≤ 0,9)*	Marginal fit
TLI/NNFI	0,89	*Good fit (≥ 0,9) Marginal fit (0,8 ≤ NNFI ≤ 0,9)*	Marginal fit
CFI	0,92	*Good fit (≥ 0,9)*	Good fit
RMSEA	0,050	*Good fit (≤ 0,08)*	Good fit

In the 4th iteration in Table 4.37, you can is known that all mark from fit test index Already fulfilled so the model can said Already *fit* because has fulfil mark *cut off*. In Figure 4.3 is results The final research model is the model obtained after all inner model fit test index condition *fit*.

Chi-Square=423.39, df=214, P-value=0.00000, RMSEA=0.050
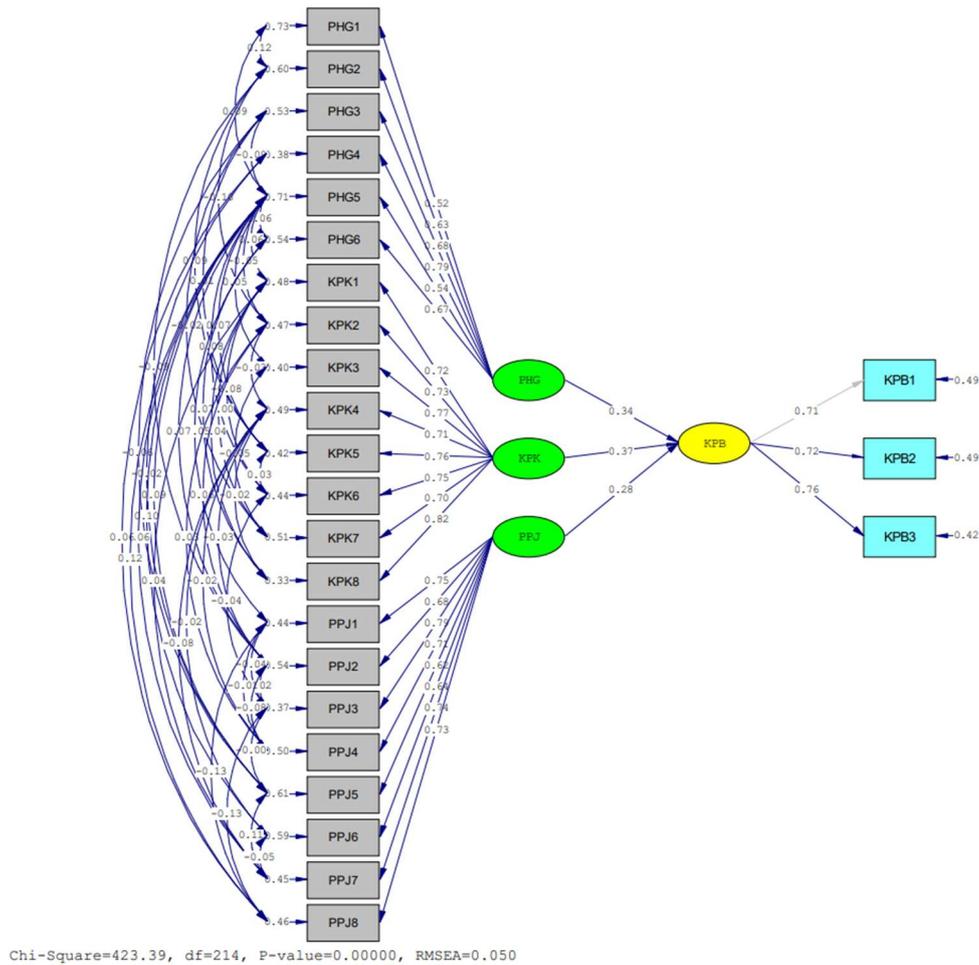
Figure 4. 3Final results of the Research model

4.2 Discussion

Measurement Model

In analysis *measurement model* this will explained about connection between indicator until variable with through equality mathematics in Chapter 3 and the results that have been obtained from Lisrel 8.8 in Figure 4.3. Following is equality the math :

a. The Function of Variable Perceived Price

Formulas	Empirical Evidence
$PHG1 = \lambda PHG1\xi_1 + \delta1$	$PHG1 = 0{,}52\xi_1 + 0{,}73$
$PHG2 = \lambda PHG2\xi_1 + \delta2$	$PHG2 = 0{,}63\xi_1 + 0{,}60$
$PHG3 = \lambda PHG3\xi_1 + \delta3$	$PHG3 = 0{,}68\xi_1 + 0{,}53$
$PHG4 = \lambda PHG4\xi_1 + \delta4$	$PHG4 = 0{,}79\xi_1 + 0{,}38$
$PHG5 = \lambda PHG5\xi_1 + \delta5$	$PHG5 = 0{,}54\xi_1 + 0{,}71$
$PHG6 = \lambda PHG6\xi_1 + \delta6$	$PHG6 = 0{,}67\xi_1 + 0{,}54$

So that each indicator on the variable Price Perception delivers influence as big as following:

1. PHG1 indicator provides influence of 0.52

2. PHG2 indicator provides influence of 0.63

3. PHG3 indicator provides influence of 0.68

4. PHG4 indicator provides influence of 0.79

5. PHG5 indicator provides influence of 0.54

6. PHG6 indicator provides influence of 0.67

b. The Funciton of Variable Quality Product

Formulas	Empirical Evidence
$KPK1 = \lambda KPK1\xi_2 + \delta1$	$KPK1 = 0{,}72\xi_2 + 0{,}48$
$KPK2 = \lambda KPK2\xi_2 + \delta2$	$KPK2 = 0{,}73\xi_2 + 0{,}47$
$KPK3 = \lambda KPK3\xi_2 + \delta3$	$KPK3 = 0{,}77\xi_2 + 0{,}40$
$KPK4 = \lambda KPK4\xi_2 + \delta4$	$KPK4 = 0{,}71\xi_2 + 0{,}49$
$KPK5 = \lambda KPK5\xi_2 + \delta5$	$KPK5 = 0{,}76\xi_2 + 0{,}42$
$KPK6 = \lambda KPK6\xi_2 + \delta6$	$KPK6 = 0{,}75\xi_2 + 0{,}44$
$KPK7 = \lambda KPK7\xi_2 + \delta7$	$KPK7 = 0{,}70\xi_2 + 0{,}51$
$KPK8 = \lambda KPK8\xi_2 + \delta8$	$KPK8 = 0{,}82\xi_2 + 0{,}33$

So that each indicator on the variable Price Perception delivers influence as big as following :

1. KPK1 indicator provides influence of 0.72

2. KPK2 indicator provides influence of 0.73

3. KPK3 indicator provides influence of 0.77

4. KPK4 indicator provides influence of 0.71

5. KPK5 indicator provides influence of 0.76

6. KPK6 indicator provides influence of 0.75

7. KPK7 indicator provides influence of 0.70

8. KPK8 indicator provides influence of 0.82

c. The Function of Variable Sales Promotion

Formulas	Empirical Evidence
$PPJ1 = \lambda PPJ1\xi_2 + \delta 1$	$PPJ1 = 0{,}75\xi_2 + 0{,}44$
$PPJ2 = \lambda PPJ2\xi_2 + \delta 2$	$PPJ2 = 0{,}68\xi_2 + 0{,}54$
$PPJ3 = \lambda PPJ3\xi_2 + \delta 3$	$PPJ3 = 0{,}79\xi_2 + 0{,}37$
$PPJ4 = \lambda PPJ4\xi_2 + \delta 4$	$PPJ4 = 0{,}71\xi_2 + 0{,}50$
$PPJ5 = \lambda PPJ5\xi_2 + \delta 5$	$PPJ5 = 0{,}62\xi_2 + 0{,}61$
$PPJ6 = \lambda PPJ6\xi_2 + \delta 6$	$PPJ6 = 0{,}64\xi_2 + 0{,}59$
$PPJ7 = \lambda PPJ7\xi_2 + \delta 7$	$PPJ7 = 0{,}74\xi_2 + 0{,}45$
$PPJ8 = \lambda PPJ8\xi_2 + \delta 8$	$PPJ8 = 0{,}73\xi_2 + 0{,}46$

So that each indicator on the variable Sales Promotion delivers influence as big as following This :

1. PPJ1 indicator provides influence of 0.75
2. PPJ2 indicator provides influence of 0.68
3. PPJ3 indicator provides influence of 0.79
4. PPJ4 indicator provides influence of 0.71
5. PPJ5 indicator provides influence of 0.62
6. PPJ6 indicator provides influence of 0.64
7. PPJ7 indicator provides influence of 0.74
8. PPJ8 indicator provides influence of 0.73

d. The Function og Purchase Decision Variables

Formulas	Empirical Evidence
$KPB1 = \lambda KPB1\xi_4 + \delta 1$	$KPB1 = 0{,}71\xi_4 + 0{,}49$
$KPB2 = \lambda KPB2\xi_4 + \delta 2$	$KPB2 = 0{,}72\xi_4 + 0{,}49$
$KPB3 = \lambda KPB3\xi_4 + \delta 3$	$KPB3 = 0{,}76\xi_4 + 0{,}42$

So that each indicator on the variable Buying Decision delivers influence as big as following This :

1. KPB1 indicator provides influence of 0.71
2. KPB2 indicator provides influence of 0.72
3. KPB3 indicator provides influence of 0.76

Structural Models

Based on Figure 4.3 which is the final model from Influence Perception of Price, Quality Products, and Promotions Sale on Purchasing Decisions Starbucks products. Resulting model is The same with the model contained in the main paper used in

study This. This matter because, at the Model Suitability Test stage, all index used in testing Already is met and the model is said to be fit. So that when the model is fit, new Can done analysis hypothesis. With so For equality mathematics *structural models* under This is equality mathematics taken from endogenous variables as following :

$$\eta_1 = 0{,}31\xi_1 + 0{,}38\xi_2 + 0{,}31\xi_3 + 0{,}13$$

So that the endogenous variables can be seen how big their influence is, and it can be concluded as follows: The KPB variable (Purchasing Decision) is influenced by the PHG variable of 0.34; the KPK variable is 0.37; PPJ variable is 0.28.

Information :

ξ_1 = Va r ia b el PHG (Perceived Price) ξ_2 = Va r ia b el KPK (Quality Product)

ξ_3 = Va r ia b el PPJ (Sales Promotion) η_1 = Va r ia b el KPB (Purchase Decision)

In research This There are 3 hypotheses contained in. Hypothesis This will done analysis based on mark *estimate regression weight* contained in the existing model *path diagram fit.* So you can make equality mathematics as following :

$$KPB = 0{,}31 * PHG + 0{,}38 * KPK + 0{,}31 * PPJ + 0{,}13$$

Following is mark every connection between appropriate variables with hypothesis in Table 4.38.

Table 4. 16 Relationship Values between Variable with Hypothesis

Hypothesis	Connection	Estimated Value	T-Value
H1	PHG - KPB	0.31	4.85
H2	KPK - KPB	0.38	4.45
H3	PPJ - KPB	0.31	5.15

To clarify understanding of hypothesis analysis, it will be detailed through the analysis of each hypothesis point. Following is a detailed analysis of each hypothesis :

H1: Price perception has an effect in a way significant to decision purchase. Based on the relationship value between variables, the estimated value is 0.31 and the t-value is 4.85. Where the t-value PHG – KPB > 1.96. So it can be concluded that Price Perception has a significant influence on purchasing decisions so that hypothesis H1 is fulfilled.

H2: Quality Product influential in a way significant to decision purchase. Based on the relationship value between variables, the estimated value is 0.38 and the t-value is 4.45. Where the t-value of KPK – KPB is > 1.96. So it can be concluded that Price Perception has a significant influence on purchasing decisions so that hypothesis H2 is not fulfilled.

H3: Promotion Sale influential in a way significant to decision purchase. Based on the relationship value between variables, the estimated value is 0.31 and the t-value is 5.15. Where the t-value of KPK – KPB is > 1.96. So it can be concluded that Price Perception has a significant influence on purchasing decisions so that hypothesis H3 is fulfilled
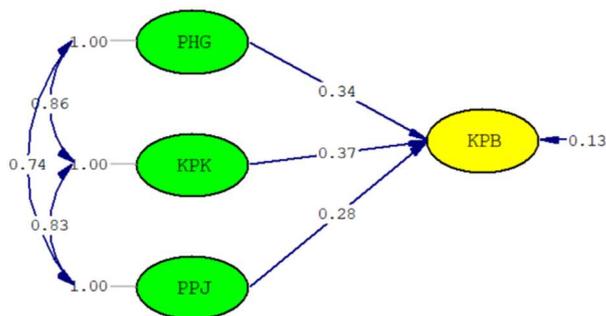
Figure 4. 4Structural Model Results

Relationship between Price Perceptions on Purchasing Decisions

Hypothesis 1 which uses variable Price Perception. On life everyday consumers faced by various type perception The price is available, from what you can get profitable consumer until it's not profitable consumer. In the business world, prices are reasonable produce more Lots perceived value customers (Lee, 2012). With range price that can be accepted, price affordable For quality certain leads to perceived value more high and its consequences become more big intention For purchase (Dodds et al., 1991). In this research variables studied in accordance with The hypothesis made in CHAPTER II is Price Perception will influential in a way significant on purchasing decisions, with so determination the right price with thinking and judgment from consumer will influence consumer For buy product the. These results are also in agreement with results research previously conducted by Nurul Fatmawati, and A. Euis Soliha (2017) entitled " Quality Product, Brand Image, and Price Perceptions on the Purchasing Decision Process Consumers of "Honda" automatic motorbikes " where Price perception matters in a way significant on Purchasing Decisions.

Relationship between Quality Product on Purchasing Decisions

Hypothesis 2 obtained from test results above can stated that researched test results that is Variable Quality Product influential in a way significant on Purchasing Decisions. Research result This in line with research conducted by Wiwi Kurnianingsih and Sugiyanto (2019), entitled " Influence Quality Products and Promotions Sale Regarding Purchasing Decisions at Pt. Nestle Indonesia". Research result the showing that the Quality variable Product influential in a way significant to decision purchase. According to Kotler and Armstrong (2008), increasingly Good quality from product so the more great product too the will purchased by consumers Because consumer Already decide product the Good from the quality. According to Assauri (2004) Quality product is aspect important thing about the product with objective For pleasant consumers and fulfill his needs.

Relationship between Promotion Sale on Purchasing Decisions

Hypothesis 3 obtained from test results above can stated that researched test results that is Variable Promotion Sale influential in a way significant. This matter in accordance with The hypothesis that the author made in chapter II is based on theory According to Tjiptono (2008) " Influencing activities consumer through various the method applied with use various communication media For make consumer buy medium product promoted ". Study this is also in line with study previously made by Christohn Louse Nangoy and Willem JF Alfa Tumbuan (2018) with entitled " *The Effect of Advertising and Sales Promotion on Consumer Buying Decision of Indovision Tv Cable* ". With results His research revealed variables studied There is significant influence on decisions purchase consumer. From the information provided promotion sales obtained evaluate product or services provided company For determine is offer That can make customer For buy it and the communication process in promotions are also possible influence attitudes and behavior consumer in decide purchase.

4.3 Implication Managerial

From the results of the discussion on can made material evaluation for Starbucks Indonesia in its products. With variables used that is Perception of Price, Quality Products, and Promotions Sale on Purchasing Decisions each other related between moderate variables researched. If perception price good, quality good product, as well promotion profitable sales consumer so will There

is Lots the consumer decides For buy product from Strabucks Indonesia compared to other brands. On the contrary If variable the decrease so customer Possible will choose another brand compared to Starbucks Indonesia because That There is a number of things that must be done carried out by Starbucks Indonesia based on research above : Increasing Activities Promotion Sale. Promotion Sale own mark biggest in coefficient above, meaning promotion sale is the most influential variable to decision purchase Starbucks products in Indonesia. The better the promotional activities carried out, the more purchasing decisions will increase. Activity promotions carried out can in the form of sales promotions, advertisements, or campaign on social media. Maintain quality product. With consistency from product made Starbucks, then consumer will evaluate Starbucks products have suitability the price is right with product received, with so consumer No feel let down with product obtained.

V. CONCLUSION

The aim of this Study are to know about influence perceived Price, Quality Products and Sales Promotions on Purchasing Decisions for Indonesian Starbucks consumers. From the formula identification and results testing data that has been done as well as discussion that has been explained in the previous section, the conclusion of this research are Price Perception in general Partial have influence and significance on Purchasing Decisions. With so, when perception consumer to something price on the product starbucks That Good so big possibility consumer will decide For buy product starbucks will increase, Quality Product in a way Partial have influence and significance on Purchasing Decisions. With so, when quality the products made by starbucks are excellent and consistent, then big possibility consumer will decide For buy product starbucks will increase and Sales Promotion in a way Partial have influence and significance on Purchasing Decisions. With so, when sales promotion provided by Starbucks are very profitable and precise target, then big possibility consumer will decide For buy product starbucks will increase.

Based on results the author 's research do it, there is some suggestions would like writer convey to party companies and researchers next, viz as following : For researchers furthermore expected can add other variables to obtain more results Good again and so can do more research competitive. For starbucks in facet individual assessment to price Already suitable, and not doubtful again, with price yeah offered by Starbucks Certain produce qualified quality, with so quality the products produced have also been produced OK, just just need consistency to making good product so do n't There is disappointed consumers with products that don't in accordance with his wish. Sales Promotion are very annoying decision purchase Indonesian Starbucks consumers. Companies must make attractive promotions for consumers always come Keep going to Starbucks with the promo given, and the promo given must also be interesting attention from consumer, with so consumer will come and buy products promoted by starbucks and p the can increase sale Strabucks.

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