

Consumer Purchase Intention toward Contemporary Coffee Products: the Effect of Price, Promotion, and Service Quality (Study at Kopi Kenangan Mantan)

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This study examines consumer purchase intention toward contemporary coffee products through the influence of price, promotion, and service quality, with a specific focus on the Kopi Kenangan Mantan menu. A quantitative approach with an explanatory research design was applied. The research was conducted at Kopi Kenangan Medan, involving 100 respondents who had purchased products from Kopi Kenangan. Data were collected through structured questionnaires and analyzed using multiple linear regression. The results show that price has a positive and significant effect on consumer purchase intention, indicating that consumers consider price suitability, affordability, and perceived value before making a purchase. Promotion also has a positive and significant effect, suggesting that digital promotions, discounts, vouchers, and attractive marketing campaigns can increase consumer interest in buying the product. In addition, service quality positively and significantly affects purchase intention, showing that fast service, employee friendliness, order accuracy, and transaction convenience contribute to a positive consumer experience. Simultaneously, price, promotion, and service quality significantly influence consumer purchase intention. These findings indicate that consumer interest in purchasing the Kopi Kenangan Mantan menu is shaped by the combination of perceived price fairness, effective promotional strategies, and satisfactory service quality.

Keywords: Price, promotion, service quality, purchase intention, contemporary coffee, Kopi Kenangan Mantan.

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1. Introduction

Coffee consumption in Indonesia has undergone a significant shift in recent years. Coffee is no longer perceived merely as a daily beverage consumed to increase energy, but has developed into part of lifestyle practices, social activities, and the consumption identity of urban communities (Herqutanto et al., 2024). This transformation is reflected in the growing popularity of ready to drink coffee products, the grab and go coffee concept, and the increasing tendency of consumers to purchase coffee through modern outlets and digital platforms (Ramadhillah & Masjud, 2024). This shift indicates that consumer decisions in purchasing coffee are not only influenced by functional needs, but also by experience, perceived value, promotion, ease of access, and the quality of service received (Faris et al., 2023).

At the macro level, the Indonesian coffee market continues to demonstrate strong appeal. The USDA estimates that Indonesia's domestic coffee consumption in the 2025/2026 period will reach approximately 4.8 million bags, remaining relatively stable compared to the previous period (Permana et al., 2024). However, the report also notes that rising coffee bean prices and weakening consumer purchasing power have encouraged some consumers to shift toward more affordable coffee products, including arabica-robusta blends and mid-range coffee products (Lubis & Arga Abdi Rafiud Darajat Lubis, 2024). This

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condition indicates that coffee consumption behavior in Indonesia is becoming increasingly sensitive to the economic value of products, particularly among urban and middle-class consumers.



The growth of coffee consumption is also supported by Indonesia's position as one of the world's important coffee-producing countries. In 2024, Indonesia's coffee plantation area was recorded at approximately 1.27 million hectares, with production reaching around 807.58 thousand tons, based on data from the Directorate General of Plantations as cited in the analysis by the Center for Agricultural Data and Information (Suryana et al., 2024). National coffee production centers are still dominated by several provinces, including South Sumatra, Lampung, North Sumatra, Aceh, Bengkulu, and East Java (Amelia et al., 2025). This demonstrates that local coffee has a strong production base and plays an important role in the value chain of the food and beverage industry in Indonesia.

In the downstream industry, the development of local coffee shops has led to increasingly intense competition (Nasution et al., 2024). The emergence of various local coffee brands with fast-service concepts, affordable prices, digital promotions, and distinctive menus has made the contemporary coffee industry more competitive (Amelia et al., 2024). One of the prominent brands in this category is Kopi Kenangan. In 2024, Kopi Kenangan stated that it had more than 900 outlets in Indonesia and targeted an expansion of up to 2,000 Kenangan Brands outlets by 2027. Other data referring to the USDA report also stated that the number of Kopi Kenangan outlets in 2024 reached 872, surpassing several modern restaurant and beverage chains in Indonesia.

In the competitive landscape of the contemporary coffee business, consumer purchase intention is an important aspect to analyze because it reflects consumers' tendency to choose, try, and purchase a product before the actual purchase decision occurs. In the case of the Kopi Kenangan Mantan menu, consumer purchase intention may be influenced by several key factors, particularly price, promotion, and service quality (Haryanti et al., 2022). Price is important because contemporary coffee consumers tend to compare the value they receive with the cost they incur. When the price is perceived to be consistent with taste, portion size, ingredient quality, and brand image, consumers are more likely to be encouraged to purchase (Maytanius et al., 2023). Conversely, when the price is considered less proportional to the value received, purchase intention may decline, especially in a situation where consumer purchasing power is sensitive to price increases.

In addition to price, promotion is also an important variable in shaping consumer purchase intention (Sindy et al., 2026). The contemporary coffee industry relies heavily on digital promotions, discounts, bundling, application vouchers, social media campaigns, and attractive visual communication strategies (Chasanah & Prihatiningtyas, 2022). Promotion does not only function as a tool to introduce products, but also as a stimulus that can create curiosity, strengthen consumer recall of the brand, and encourage impulsive purchases (Kumail et al., 2022). In the context of Kopi Kenangan, digital promotion has become increasingly

relevant because many of its target consumers come from younger groups who actively use social media and online ordering applications. Recent research on Kopi Kenangan also shows academic interest in the relationship between social media promotion and price toward consumer purchase intention, particularly among Kopi Kenangan's TikTok followers.

Service quality is also a factor that cannot be overlooked. In the fast-service coffee business, consumers do not only evaluate product taste, but also service speed, employee friendliness, order accuracy, transaction convenience, purchasing comfort, and the outlet's ability to provide a consistent experience (Eryc et al., 2026). Good service can strengthen positive perceptions of the product and brand, while slow or less responsive service can reduce purchase intention even when the product has good taste (Salqaura & Nasib, 2026). However, previous research findings indicate that the influence of service quality in the coffee shop context is not always consistent. For example, a study on millennial coffee shop consumers in Bandar Lampung found that service quality did not have a significant effect on purchase intention, while other variables such as green marketing and place convenience had a significant effect.

The main problem in this study lies in the dynamic relationship between the growth of the contemporary coffee industry and increasingly selective consumer behavior. Kopi Kenangan Mantan is one of the menus widely recognized by consumers and has become part of Kopi Kenangan's brand identity. The increasing number of local coffee competitors, price variations, promotional intensity, and demands for service quality require companies to understand which factors truly influence consumer purchase intention (Iman et al., 2022). If the price does not align with perceived value, promotions are less attractive, or service fails to meet consumer expectations, purchase intention toward the menu may decline despite the brand's strong popularity.

The urgency of this study is strengthened by the fact that the local coffee industry does not compete solely on taste, but also on marketing strategy and consumer experience. With the wide availability of coffee shop options and ready-to-drink coffee products, consumers have greater flexibility to switch brands. Therefore, analyzing the influence of price, promotion, and service quality on purchase intention is important in providing strategic input for companies to maintain competitiveness, improve promotional effectiveness, and align product value with consumer expectations. The research gap in this study can be identified in several aspects. First, most previous studies have focused more on purchase decisions rather than purchase intention as the initial stage before consumers make an actual purchase. For example, research on Kopi Kenangan at the Ruko Cilandak KKO South Jakarta branch analyzed the influence of promotion and service quality on purchase decisions, finding that both variables had a positive and significant effect. However, that study did not include price as a variable and did not specifically examine purchase intention toward a particular menu. Second, other studies have examined social media promotion and price in relation to consumer purchase intention toward Kopi Kenangan, but have not integrated service quality as a variable directly related to consumers' in-store experience. Third, research findings regarding service quality in coffee shop contexts still show inconsistent results, making further examination necessary across different objects and contexts.

Based on these gaps, the novelty of this study lies in its specific focus on consumer purchase intention toward the Kopi Kenangan Mantan menu as one of the contemporary coffee products with strong brand recognition and popularity in the local market. This study does not only examine Kopi Kenangan as a brand in general, but directs the analysis toward a specific menu that represents a key attraction for consumers. In addition, this study integrates three major marketing variables, namely price, promotion, and service quality, to explain consumer purchase intention within the increasingly competitive context of the local coffee industry.

2. Method

This study employed a quantitative approach with a descriptive and explanatory research design to examine the effect of price, promotion, and service quality on consumer purchase intention toward the Kopi Kenangan Mantan menu (Wajdi et al., 2024). The research was conducted at Kopi Kenangan Medan, located on Jalan Karya No.120C, Sei Agul, Medan Barat, Medan, North Sumatra, from April to June 2025. The population of this study consisted of consumers who had purchased products at Kopi Kenangan, while the sample was determined using the Lemeshow formula because the total population 1300. Based on a 95% confidence level, a proportion estimate of 0.5, and a 10% margin of error, the minimum sample size was 96.04 and was rounded to 103 respondents to obtain more representative data. The primary data were collected through structured questionnaires distributed to respondents, containing statements related to price, promotion, service quality, and purchase intention, while secondary data were obtained from supporting documents, archives, and relevant references. The collected data were analyzed using multiple linear regression to determine the relationship between the independent variables and the dependent variable. Before hypothesis testing, classical assumption tests were conducted to ensure that the regression model met the requirements of linearity, unbiasedness, and consistency.

3. Results and Discussion

Result

Description Test

The measurement of descriptive statistics for these variables is necessary to provide a general overview of the data, including the mean, maximum value, minimum value, and standard deviation of each variable, namely Price (X1), Promotion (X2), Service Quality (X3), and Consumer Purchase Intention (Y1).

Table 1. Descriptive Statistics Results

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Price (X1)	103	8.00	25.00	16.7670	3.30538
Promotion (X2)	103	9.00	25.00	17.9709	3.08842
Service Quality (X3)	103	6.00	25.00	17.9515	3.41674
Consumer Purchase Intention (Y1)	103	10.00	25.00	17.4272	3.12046
Valid N (listwise)	103				

Based on the results of the descriptive statistical test presented in Table 3.1 above, the data distribution obtained by the researcher can be described as follows:

1. The Price variable (X1) has a minimum value of 8 and a maximum value of 25, with a mean value of 16.7670 and a standard deviation of 3.30538.
2. The Promotion variable (X2) has a minimum value of 9 and a maximum value of 25, with a mean value of 17.9709 and a standard deviation of 3.08842.
3. The Service Quality variable (X3) has a minimum value of 6 and a maximum value of 25, with a mean value of 17.9515 and a standard deviation of 3.41674.
4. The Consumer Purchase Intention variable (Y1) has a minimum value of 10 and a maximum value of 25, with a mean value of 17.4272 and a standard deviation of 3.12046.

Normality test

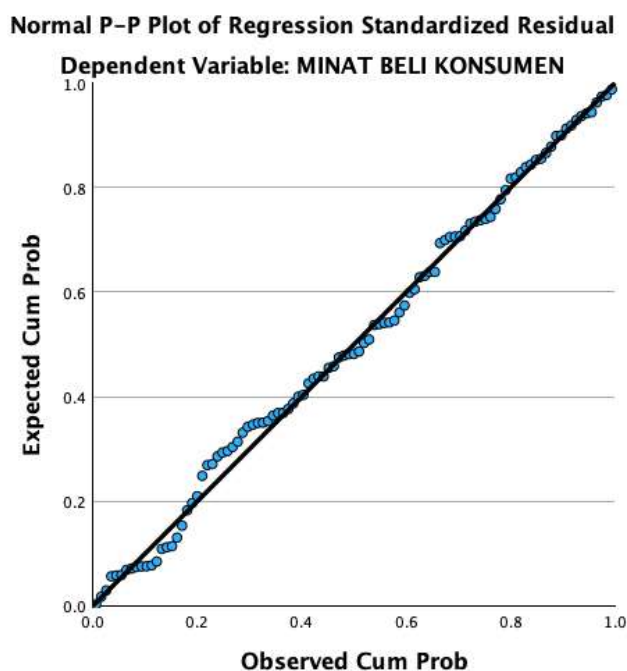


Figure 1. Normality test

Based on Figure above, the Normal P-P Plot of Regression Standardized Residual shows that the data points are distributed around the diagonal line and follow the direction of the diagonal line. This indicates that the regression model meets the normality assumption, meaning that the data are normally distributed.

Multicollinearity test

Table 2. Multicollinearity test

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Price (X1)	.611	1.638
Promotion (X2)	.564	1.775
Service Quality (X3)	.506	1.977
Consumer Purchase Intention (Y1).		

Based on the multicollinearity test in Table 3.3, all independent variables have Tolerance values above 0.10 and VIF values below 10. Price (X1) has a Tolerance value of 0.611 and a VIF of 1.638, Promotion (X2) has a Tolerance value of 0.564 and a VIF of 1.775, and Service Quality (X3) has a Tolerance value of 0.506 and a VIF of 1.977. Therefore, it can be concluded that there is no multicollinearity problem among the independent variables in the regression model.

Heteroscedasticity Test

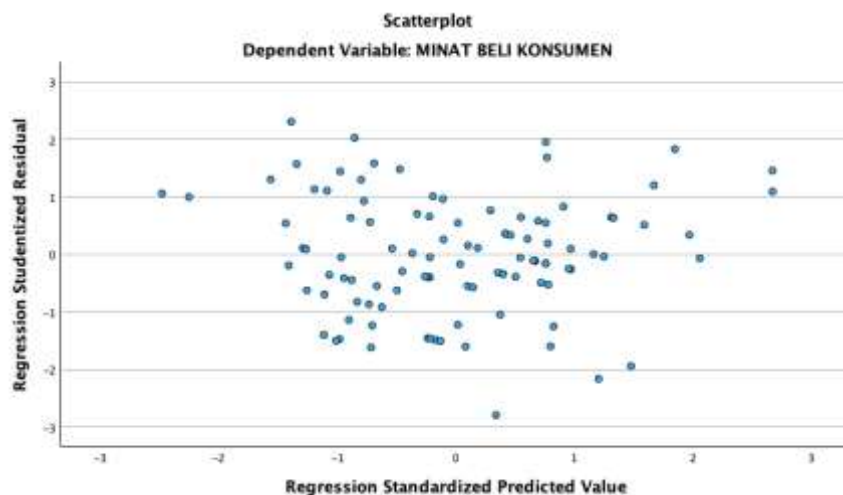


Figure 2. Results of Heteroscedasticity Test

Based on Figure above the scatterplot shows that the data points are randomly distributed and spread both above and below zero on the Y-axis. This indicates that there is no inequality of residual variance, meaning that heteroscedasticity does not occur and the model meets the homoscedasticity assumption.

Multiple Linear Regression Test

Table 3 Multiple Linear Regression Test

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
Constant	4.216	1.128	-	3.738	0.000
Price (X1)	0.212	0.071	0.225	2.986	0.004
Promotion (X2)	0.286	0.068	0.283	4.206	0.000
Service Quality (X3)	0.253	0.073	0.277	3.466	0.001

Based on Table above the multiple linear regression equation can be formulated as follows:

$$Y = 4.216 + 0.212X1 + 0.286X2 + 0.253X3$$

The regression equation shows that price, promotion, and service quality have positive coefficient values. This means that an increase in price perception, promotion, and service quality will increase consumer purchase intention toward the Kopi Kenangan Mantan menu.

t-Test

Table 4. t-Test

Variable	t-count	t-table	Sig.	Result
Price (X1)	2.986	1.985	0.004	Accepted
Promotion (X2)	4.206	1.985	0.000	Accepted
Service Quality (X3)	3.466	1.985	0.001	Accepted

Based on Table above all independent variables have t-count values greater than t-table and significance values below 0.05. Therefore, Price, Promotion, and Service Quality partially have a positive and significant effect on Consumer Purchase Intention.

F-Test

Table 5. F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	611.280	3	203.760	57.154	0.000
Residual	342.320	96	3.566		
Total	953.600	99			

Based on Table above the F-count value is 57.154, which is greater than the F-table value of 2.70, with a significance value of $0.000 < 0.05$. This indicates that Price, Promotion, and Service Quality simultaneously have a significant effect on Consumer Purchase Intention.

Coefficient of Determination Test

Table 6. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.801	0.641	0.630	1.888

Based on Table above the R Square value is 0.641, which means that 64.1% of Consumer Purchase Intention can be explained by Price, Promotion, and Service Quality. Meanwhile, the remaining 35.9% is influenced by other variables not examined in this study, such as brand image, product quality, lifestyle, customer trust, store atmosphere, and digital convenience.

Discussion

The Effect of Price on Consumer Purchase Intention

The results of this study indicate that the price variable has a positive and significant effect on consumer purchase intention. This is evidenced by the t-count value of 2.986, which is greater than the t-table value of 1.985, with a significance value of $0.004 < 0.05$. Therefore, the hypothesis stating that price affects consumer purchase intention is accepted. This finding shows that the better consumers perceive price suitability, price affordability, and the value offered by the Kopi Kenangan Mantan menu, the higher their intention to purchase the product. In its implementation at Kopi Kenangan, price becomes one of the important factors because contemporary coffee consumers generally compare price with taste quality, product size, brand image, and the emotional benefits they receive. The Kopi Kenangan Mantan menu can maintain consumer purchase intention if the price offered is perceived as proportional to the taste, ingredient quality, and consumption experience provided. Therefore, competitive pricing strategies, promotional pricing at certain periods, and bundling packages can be used to maintain consumer purchase intention without reducing the product’s brand image (Hutagaol et al., 2025). This result is in line with the study conducted by (Faris et al., 2023)(Lestari et al., 2021)(R. Sari, 2022) which examined the effect of social media promotion and price on consumer purchase intention among Kopi Kenangan’s TikTok followers. Their study showed that price is one of the relevant factors in shaping consumer purchase intention toward Kopi Kenangan. In addition, research on coffee shop consumers in Tegal also found that price, product quality, and promotion significantly affect consumers’ repurchase intention.

The implication of this finding is that Kopi Kenangan needs to maintain a balance between price and product value. Price does not always have to be low, but it must be perceived as reasonable by consumers. When consumers feel that the price is consistent with taste quality, service, and brand image, their purchase intention will become stronger. Therefore, pricing strategies should be directed toward creating perceived value, not merely reducing prices.

The Effect of Promotion on Consumer Purchase Intention

The results of this study indicate that the promotion variable has a positive and significant effect on consumer purchase intention. This is shown by the t-count value of 4.206, which is greater than the t-table value of 1.985, with a significance value of $0.000 < 0.05$. Thus, the hypothesis stating that promotion affects consumer purchase intention is accepted. This result also indicates that promotion is a variable with a relatively strong influence in encouraging consumer purchase intention toward the Kopi Kenangan Mantan menu. In its implementation, promotion at Kopi Kenangan can be carried out through social media, online ordering applications, digital vouchers, discounts, menu bundling, loyalty programs, and attractive visual campaigns. Contemporary coffee consumers, especially younger groups, tend to respond positively to digital promotions because promotions can create interest, encourage trial intention, and strengthen brand recall. For the Kopi Kenangan Mantan menu, consistent and creative promotion can increase product exposure, especially when linked to lifestyle trends, special moments, or brand communication that feels close to consumers.

This result is supported by the study conducted by (Asri Rosnita Dewi et al., 2023)(Haryani et al., 2023)(Tambunan et al., 2025) which found that promotion significantly affects consumer purchase decisions at Kopi Kenangan Ruko Cilandak KKO South Jakarta Branch. The study by Alsyafira, Utami, and Rahmi also showed that social media promotion is related to consumer purchase intention among Kopi Kenangan's TikTok followers. These findings strengthen the view that promotion is an important instrument in stimulating consumer interest in contemporary coffee products. The implication of this study is that Kopi Kenangan needs to continuously strengthen promotional strategies that are relevant to consumers' digital behavior. Promotion should not only emphasize discounts, but also build emotional appeal, strengthen the identity of the menu, and create interactive experiences with consumers. An appropriate promotional strategy can increase purchase intention while strengthening consumer loyalty toward the brand.

The Effect of Service Quality on Consumer Purchase Intention

The results of this study indicate that the service quality variable) has a positive and significant effect on consumer purchase intention. This is evidenced by the t-count value of 3.466, which is greater than the t-table value of 1.985, with a significance value of $0.001 < 0.05$. Therefore, the hypothesis stating that service quality affects consumer purchase intention is accepted. This finding indicates that the better the service quality perceived by consumers, the higher their purchase intention toward the Kopi Kenangan Mantan menu. In its implementation at Kopi Kenangan, service quality can be seen from service speed, employee friendliness, order accuracy, transaction convenience, outlet cleanliness, and the ability of employees to provide a comfortable purchasing experience. In the fast-service coffee business, consumers do not only buy the product, but also evaluate the overall service process. When the service is fast, friendly, and consistent, consumers will have a positive perception of the product and will be more encouraged to make a purchase.

This result is in line with the study conducted by (Siregar et al., 2025)(Julsari et al., 2025)(N. P. K. Dewi & Ramli, 2023) which found that service quality has a positive effect on consumer purchase decisions at Kopi Kenangan Ruko Cilandak KKO South Jakarta Branch. Research by (Pebriani et al., 2025) on coffee shops in Pekalongan also showed that service quality and price influence consumers' repurchase intention. Therefore, service quality has been proven to be an important factor in shaping purchasing behavior in the coffee shop business. The implication of this finding is that Kopi Kenangan needs to maintain service standards across all outlets so that consumer experiences remain consistent. Employee training, monitoring service speed, ensuring order accuracy, and providing an easy digital transaction system are important

aspects that need attention. Good service quality can increase purchase intention because consumers feel comfortable, valued, and confident in the products offered.

The Simultaneous Effect of Price, Promotion, and Service Quality on Consumer Purchase Intention

The simultaneous results of this study indicate that Price, Promotion, and Service Quality have a significant effect on Consumer Purchase Intention. This is evidenced by the F-count value of 57.154, which is greater than the F-table value of 2.70, with a significance value of $0.000 < 0.05$. Therefore, the simultaneous hypothesis is accepted. In addition, the R Square value of 0.641 indicates that 64.1% of the variation in consumer purchase intention can be explained by price, promotion, and service quality, while the remaining 35.9% is influenced by other variables outside this study. In its implementation, this result shows that consumer purchase intention toward the Kopi Kenangan Mantan menu is not formed by only one factor, but by the combination of appropriate price, attractive promotion, and good service quality. Consumers will be more encouraged to purchase when they perceive that the product price is reasonable, the promotion provides benefits, and the service delivers a comfortable experience. Therefore, Kopi Kenangan needs to manage these three aspects in an integrated manner to make its marketing strategy more effective. This result is supported by previous research on Kopi Kenangan Ruko Cilandak KKO South Jakarta Branch, (W. Sari et al., 2025)(P. Dewi et al., 2025)(Anggara et al., 2026) which found that promotion and service quality simultaneously have a significant effect on purchase decisions. In addition, research on Budaya Kopi coffee shop in Tegal also showed that price, product quality, and promotion collectively influence consumers' repurchase intention.

The implication of this study is that Kopi Kenangan needs to develop an integrated marketing strategy. Price must remain competitive, promotions must be designed according to the characteristics of digital consumers, and service quality must be maintained so that it remains fast, friendly, and consistent. These three factors can serve as a basis for increasing consumer purchase intention, strengthening Kopi Kenangan's position in the contemporary coffee industry, and maintaining competitiveness amid the growing number of local coffee brands offering similar products.

4. Conclusion

Based on the results of the study, it can be concluded that price, promotion, and service quality have a positive and significant effect on consumer purchase intention toward the Kopi Kenangan Mantan menu. Partially, price influences purchase intention because consumers tend to consider whether the price offered is affordable and consistent with the value, taste, and quality of the product received. Promotion also has a significant effect because attractive digital promotions, discounts, vouchers, and marketing campaigns can encourage consumers' interest in trying and purchasing the product. In addition, service quality plays an important role in shaping purchase intention, as fast service, employee friendliness, order accuracy, and transaction convenience can create a positive purchasing experience. Simultaneously, price, promotion, and service quality significantly influence consumer purchase intention. This finding indicates that consumer interest in purchasing contemporary coffee products is not determined by a single factor, but by the combination of perceived price fairness, effective promotional strategies, and satisfactory service quality. Therefore, Kopi Kenangan needs to maintain competitive pricing, strengthen digital-based promotional activities, and ensure consistent service quality across its outlets. These efforts are expected to increase consumer purchase intention, strengthen customer loyalty, and support Kopi Kenangan's competitiveness in the growing contemporary coffee industry.

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