

The Influence of Price, Product Quality, and Discounts on Purchase Intention of Kopi Kenangan among Psychology Students at Universitas Prima Indonesia

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This study examines the influence of price, product quality, and discounts on purchase intention of Kopi Kenangan among Psychology students at Universitas Prima Indonesia. This research applied a quantitative approach with an associative and explanatory research design. The population consisted of Psychology students at Universitas Prima Indonesia who had purchased Kopi Kenangan products, while the sample included 100 respondents selected through purposive sampling. Data were collected using questionnaires and analyzed with IBM SPSS through validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, t-test, F-test, and coefficient of determination. The results show that price has a positive and significant influence on purchase intention, with a t-value of 2.744 and a significance value of 0.007. Product quality also has a positive and significant influence on purchase intention, with a t-value of 4.769 and a significance value of 0.000. Discounts have a positive and significant influence on purchase intention, with a t-value of 3.604 and a significance value of 0.000. Simultaneously, price, product quality, and discounts significantly influence purchase intention, as indicated by an F-value of 80.490 and a significance value of 0.000. The Adjusted R Square value of 0.707 indicates that 70.7% of the variation in purchase intention can be explained by price, product quality, and discounts, while the remaining 29.3% is influenced by other factors outside the research model. These findings suggest that Kopi Kenangan should strengthen price suitability, maintain product quality consistency, and develop attractive discount programs to increase students' purchase intention.

Keywords: Price, Product Quality, Discounts, Purchase Intention, Kopi Kenangan

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1. Introduction

The growth of the food and beverage industry in Indonesia has encouraged increasingly intense competition among coffee-based beverage brands (Rahmawati & Adriyanto, 2025). Coffee consumption is no longer viewed merely as a daily drinking habit, but has developed into part of lifestyle, social interaction, and consumer identity, especially among young people and university students (Khairumi et al., 2025). This condition has encouraged coffee brands to compete not only through product taste, but also through pricing strategies, product quality, promotional programs, and digital-based marketing approaches (Tandioga, 2026). In this research, consumer purchase intention becomes an important aspect because it reflects consumers' tendency and willingness to buy a product based on their perception, needs, and evaluation of the product offered.



Based on the figure, Indonesia ranked first as the country with the highest number of coffee shops in the world as of November 2025, with 461,991 coffee shops. This number is far higher than China, which ranked second with more than 190,000 coffee shops, followed by the United States with 145,629 coffee shops and Vietnam with 132,294 coffee shops. These data indicate that Indonesia has a highly competitive coffee shop market, reflecting the rapid growth of coffee consumption and the strong potential of coffee-based businesses. Coffee brands such as Kopi Kenangan need to maintain competitive marketing strategies, particularly in terms of price, product quality, and discounts, to strengthen consumer purchase intention in this increasingly crowded market.

Kopi Kenangan is one of the local coffee brands that has grown rapidly in Indonesia and has gained strong attention among consumers, including university students (Deborah et al., 2024). Its modern concept, attractive packaging, accessible outlets, and digital marketing strategy have made the brand widely recognized in various cities, including Medan. Kopi Kenangan has strong brand popularity, students' purchase intention may still fluctuate. This phenomenon indicates that purchase intention is not only influenced by brand recognition, but also by several marketing factors such as price, product quality, and discounts (Abedian et al., 2025). In the preliminary background of this study, Kopi Kenangan is positioned as a popular brand among students, yet its purchase intention is still affected by practical considerations related to affordability, product consistency, and promotional attractiveness.

Price is one of the main factors that may influence students' purchase intention. For university students who generally have limited purchasing power, price differences between similar coffee brands can become an important consideration in making purchasing decisions (Kim & Lee, 2020). In the research draft, the price comparison shows that Kopi Kenangan's "Kenangan Mantan" regular size is priced at Rp26,000, while Janji Jiwa and Fore Coffee offer comparable products at Rp22,000 and Rp24,000 respectively. This comparison indicates that Kopi Kenangan has a relatively higher price than its competitors, which may influence students who are sensitive to price differences (Sundari et al., 2021).

Product quality is also an essential factor in shaping purchase intention. In the context of coffee beverages, product quality is not only related to taste, but also includes aroma, product appearance, consistency of presentation, service quality, and the overall consumption experience (Nurbayan et al., 2025). The draft indicates that several consumers perceive inconsistencies in the quality of Kopi Kenangan products across outlets, such as differences in taste, sweetness level, beverage temperature, and service quality (Liliana Dewi, 2022). Such inconsistency may reduce consumer trust and affect their intention to repurchase the product (Putra & Darmawan, 2025). Thus, maintaining product quality is important because consumers are

more likely to show purchase intention when they believe that the product consistently meets their expectations (Putra & Darmawan, 2025).

Discounts are another factor that can influence purchase intention, particularly among students who tend to be responsive to promotional offers (Purnama Sari et al., 2025). Discounts create a perception of added value because consumers feel that they can obtain a product at a lower price or with greater benefits (Al-Dmour et al., 2024). Kopi Kenangan frequently provides promotions through digital platforms such as GoFood and ShopeeFood, including limited-time offers and “Buy 1 Get 1” programs. However, these promotional programs are often limited by time, quota, or certain purchase conditions. This situation may influence consumer interest because discounts that are attractive, accessible, and consistent can encourage consumers to make purchases, while limited or inconsistent discounts may reduce the motivation to repurchase.

Several previous studies have examined the relationship between price, product quality, promotion, and purchase intention in the coffee beverage industry. (Batat, 2024) found that price, product quality, and promotion significantly influence purchase intention toward Kopi Kenangan at Mall Ambassador, South Jakarta. (Nurbayan et al., 2025)(Harianto et al., 2025)(Fadli et al., 2021) also showed that product quality, online promotion, and price perception affect buying interest in Kopi Kenangan. In addition (Sari et al., 2025) found that price, promotion, and product quality influence repurchase intention toward Kopi Kenangan among university students. These studies provide important empirical evidence, research focusing specifically on Psychology students at Universitas Prima Indonesia remains limited. Therefore, this study is important because it examines purchase intention in a more specific student segment, where price sensitivity, product expectations, and responsiveness to discounts may differ from general consumers.

Based on the phenomenon, theoretical explanation, and previous empirical findings, this study analyzes the influence of price, product quality, and discounts on purchase intention of Kopi Kenangan among Psychology students at Universitas Prima Indonesia. This study is expected to provide empirical insight into how marketing factors shape students’ purchase intention and offer practical implications for Kopi Kenangan in developing more effective pricing, product quality, and promotional strategies for the student market.

2. Method

This study employed a quantitative approach with an associative and explanatory research design to examine the influence of price, product quality, and discounts on purchase intention of Kopi Kenangan among Psychology students at Universitas Prima Indonesia. The research was conducted at the Faculty of Psychology, Universitas Prima Indonesia, Medan, with the population consisting of students who had purchased Kopi Kenangan products. The sample consisted of 100 respondents selected using purposive sampling, with the criterion that respondents had purchased Kopi Kenangan more than twice. Primary data were collected through questionnaires using a Likert scale, while supporting data were obtained through documentation and interviews. The data were analyzed using IBM SPSS through instrument testing, including validity and reliability tests, followed by classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests. Multiple linear regression analysis was used to determine the effect of price, product quality, and discounts on purchase intention, while hypothesis testing was conducted through the t-test, F-test, and coefficient of determination to measure both partial and simultaneous effects of the independent variables on the dependent variable.

3. Results and Discussion

Result

Respondent Characteristics

Table 1. Respondent Characteristics Based on Gender

Gender	Frequency	Percentage (%)
Male	26	26
Female	74	74
Total	100	100

Based on Table 1, the majority of respondents were female, with 74 respondents or 74%, while male respondents accounted for 26 respondents or 26%. This result indicates that most Kopi Kenangan consumers involved in this study were female students. This condition may reflect that coffee-based beverages have become part of students' lifestyle and daily activities, especially among female students.

Table 2. Respondent Characteristics Based on Purchase Frequency

Purchase Frequency	Frequency	Percentage (%)
Once	20	20
Twice	23	23
More than three times	57	57
Total	100	100

Table 2 shows that most respondents had purchased Kopi Kenangan more than three times, with 57 respondents or 57%. Meanwhile, 23 respondents or 23% had purchased the product twice, and 20 respondents or 20% had purchased it once. These findings indicate that most respondents had sufficient purchasing experience with Kopi Kenangan, making them relevant respondents for evaluating price, product quality, discounts, and purchase intention.

Validity and Reliability Test

Table 3. Validity Test Results

Variable	Number of Items	Pearson Correlation Range	Significance	Result
Price (X1)	8	0.694–0.766	0.000	Valid
Product Quality (X2)	8	0.670–0.787	0.000	Valid
Discount (X3)	8	0.531–0.815	0.000	Valid
Purchase Intention (Y)	6	0.750–0.837	0.000	Valid

Based on Table 3, all questionnaire items for Price, Product Quality, Discount, and Purchase Intention had Pearson correlation values greater than the minimum validity criterion of 0.197, with significance values of $0.000 < 0.05$. Therefore, all statement items used in this study were declared valid and suitable for further analysis.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Result
Price (X1)	0.874	8	Reliable
Product Quality (X2)	0.862	8	Reliable
Discount (X3)	0.886	8	Reliable
Purchase Intention (Y)	0.877	6	Reliable

Table 4 shows that all variables had Cronbach's Alpha values greater than 0.60. The Price variable obtained a value of 0.874, Product Quality obtained 0.862, Discount obtained 0.886, and Purchase Intention

obtained 0.877. These results indicate that all research instruments were reliable, meaning that the questionnaire items were consistent in measuring each research variable.

Descriptive Statistical Analysis

Table 5. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Standard Deviation
Price	100	13	40	33.29	4.340
Product Quality	100	21	40	32.88	4.484
Discount	100	19	40	33.57	4.409
Purchase Intention	100	14	30	24.23	3.842
Valid N	100				

Based on Table 5, the Price variable had a minimum value of 13, a maximum value of 40, a mean value of 33.29, and a standard deviation of 4.340. Product Quality had a minimum value of 21, a maximum value of 40, a mean value of 32.88, and a standard deviation of 4.484. The Discount variable had a minimum value of 19, a maximum value of 40, a mean value of 33.57, and a standard deviation of 4.409. Meanwhile, Purchase Intention had a minimum value of 14, a maximum value of 30, a mean value of 24.23, and a standard deviation of 3.842. These results indicate that respondents generally gave relatively high assessments of price, product quality, discounts, and purchase intention toward Kopi Kenangan.

Classical Assumption Test

Table 6. Classical Assumption Test Results

Test	Indicator	Result	Conclusion
Normality Test	Histogram and Normal P-P Plot	The histogram formed a bell-shaped curve and the points spread around the diagonal line	The data were normally distributed
Multicollinearity Test	Tolerance > 0.10 and VIF < 10	All tolerance values were above 0.10 and all VIF values were below 10	No multicollinearity occurred
Heteroscedasticity Test	Scatterplot and Glejser Test	Scatterplot showed no specific pattern and all Glejser significance values were above 0.05	No heteroscedasticity occurred

Based on Table 6, the regression model fulfilled the classical assumption requirements. The normality test showed that the data were normally distributed, as indicated by the bell-shaped histogram and the distribution of points around the diagonal line in the Normal P-P Plot. The multicollinearity test showed that all independent variables had tolerance values greater than 0.10 and VIF values below 10, indicating that there was no strong correlation among the independent variables. Furthermore, the heteroscedasticity test showed that the data points were randomly distributed and the Glejser significance values for all independent variables were above 0.05. Therefore, the regression model was appropriate for further analysis.

Table 7. Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
Price (X1)	0.452	2.214	No multicollinearity
Product Quality (X2)	0.320	3.129	No multicollinearity
Discount (X3)	0.527	1.897	No multicollinearity

Table 7 shows that the Price variable had a tolerance value of 0.452 and a VIF value of 2.214. Product Quality had a tolerance value of 0.320 and a VIF value of 3.129, while Discount had a tolerance value of

0.527 and a VIF value of 1.897. Since all tolerance values were greater than 0.10 and all VIF values were below 10, it can be concluded that the regression model was free from multicollinearity problems.

Table 8. Glejser Heteroscedasticity Test Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	3.025	1.218	-	2.485	0.015
Price (X1)	-0.010	0.047	-0.032	-0.216	0.829
Product Quality (X2)	-0.090	0.054	-0.290	-1.655	0.101
Discount (X3)	0.053	0.043	0.168	1.226	0.223

Based on Table 8, the significance value of Price was 0.829, Product Quality was 0.101, and Discount was 0.223. Since all significance values were greater than 0.05, it can be concluded that the regression model did not contain heteroscedasticity problems. Thus, the model met the classical assumption requirements.

Multiple Linear Regression Analysis

Table 9. Multiple Linear Regression Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
Constant	-3.161	1.855	-	-1.704	0.092	-	-
Price (X1)	0.197	0.072	0.222	2.744	0.007	0.452	2.214
Product Quality (X2)	0.393	0.083	0.459	4.769	0.000	0.320	3.129
Discount (X3)	0.235	0.065	0.270	3.604	0.000	0.527	1.897

Based on Table 9, the multiple linear regression equation can be formulated as follows:

$$Y = -3.161 + 0.197X1 + 0.393X2 + 0.235X3$$

The constant value of -3.161 indicates that if Price, Product Quality, and Discount are assumed to be constant or equal to zero, Purchase Intention would have a value of -3.161. The regression coefficient of Price is 0.197, meaning that every one-unit increase in Price perception will increase Purchase Intention by 0.197 units, assuming other variables remain constant. The regression coefficient of Product Quality is 0.393, indicating that every one-unit increase in Product Quality will increase Purchase Intention by 0.393 units. Meanwhile, the regression coefficient of Discount is 0.235, meaning that every one-unit increase in Discount will increase Purchase Intention by 0.235 units. These results show that all independent variables have positive effects on Purchase Intention, with Product Quality having the strongest contribution based on the standardized beta value of 0.459.

Coefficient of Determination

Table 10. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.846	0.716	0.707	2.081

Based on Table 10, the Adjusted R Square value was 0.707. This means that Price, Product Quality, and Discount were able to explain 70.7% of the variation in Purchase Intention toward Kopi Kenangan. Meanwhile, the remaining 29.3% was influenced by other factors outside this research model, such as brand image, service quality, lifestyle, location, digital promotion, customer experience, and other consumer behavior factors.

F-Test

Table 11. F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1045.896	3	348.632	80.490	0.000
Residual	415.814	96	4.331		
Total	1461.710	99			

Based on Table 11, the F-count value was 80.490, which was greater than the F-table value of 2.70, with a significance value of $0.000 < 0.05$. This result indicates that Price, Product Quality, and Discount simultaneously have a significant influence on Purchase Intention toward Kopi Kenangan among Psychology students at Universitas Prima Indonesia. Therefore, the fourth hypothesis in this study is accepted.

Partial Test / t-Test

Table 12. t-Test Results

Hypothesis	Relationship	t-count	t-table	Sig.	Result
H1	Price → Purchase Intention	2.744	1.98472	0.007	Accepted
H2	Product Quality → Purchase Intention	4.769	1.98472	0.000	Accepted
H3	Discount → Purchase Intention	3.604	1.98472	0.000	Accepted

Based on Table 12:

- The Price variable had a t-count value of 2.744, which was greater than the t-table value of 1.98472, with a significance value of $0.007 < 0.05$. This means that Price has a positive and significant influence on Purchase Intention. H1 is accepted.
- The Product Quality variable had a t-count value of 4.769, which was greater than the t-table value of 1.98472, with a significance value of $0.000 < 0.05$. This result indicates that Product Quality has a positive and significant influence on Purchase Intention. H2 is accepted. Product Quality also had the highest standardized beta value, indicating that it is the most dominant variable influencing Purchase Intention in this study.
- The Discount variable had a t-count value of 3.604, which was greater than the t-table value of 1.98472, with a significance value of $0.000 < 0.05$. This result shows that Discount has a positive and significant influence on Purchase Intention. H3 is accepted.

Summary of Hypothesis Testing

Table 13. Summary of Hypothesis Testing

Hypothesis	Statement	Result
H1	Price has a significant influence on purchase intention of Kopi Kenangan among Psychology students at Universitas Prima Indonesia.	Accepted
H2	Product quality has a significant influence on purchase intention of Kopi Kenangan among Psychology students at Universitas Prima Indonesia.	Accepted
H3	Discount has a significant influence on purchase intention of Kopi Kenangan among Psychology students at Universitas Prima Indonesia.	Accepted
H4	Price, product quality, and discount simultaneously have a significant influence on purchase intention of Kopi Kenangan among Psychology students at Universitas Prima Indonesia.	Accepted

Based on the overall hypothesis testing results, all hypotheses proposed in this study were accepted. Price, Product Quality, and Discount were proven to have positive and significant effects on Purchase Intention, both partially and simultaneously. These findings indicate that students' purchase intention toward Kopi Kenangan is influenced by their perception of affordable and reasonable prices, consistent product quality, and attractive discount programs. Product Quality was found to be the most dominant factor, suggesting that maintaining taste, presentation, and service consistency is essential for increasing students' purchase intention.

Discussion

The Influence of Price on Purchase Intention

The results of this study show that price has a positive and significant influence on purchase intention of Kopi Kenangan among Psychology students at Universitas Prima Indonesia. This is indicated by the t-count value of 2.744, which is higher than the t-table value of 1.98472, with a significance value of $0.007 < 0.05$. The regression coefficient of price is 0.197, meaning that an increase in positive price perception will increase students' purchase intention toward Kopi Kenangan. This finding indicates that students consider price as an important factor before deciding to buy coffee products, especially because university students generally have limited purchasing power and tend to compare prices among similar coffee brands.

Theoretically, this finding is supported by the concept that price represents the amount of money consumers must sacrifice to obtain a product or service (Deepak & S.Jeyakumar, 2019). Price is not only viewed as a nominal value, but also as a reflection of perceived value, affordability, and fairness. When consumers perceive that the price offered is reasonable and in accordance with the benefits received, their purchase intention tends to increase (Ali & Shabn, 2024). In the research of student consumers, price sensitivity becomes stronger because purchasing decisions are often influenced by budget limitations, daily consumption priorities, and comparison with competing products.

For Kopi Kenangan, this result implies that price strategy needs to be managed carefully, especially when targeting university students. Although Kopi Kenangan has a strong brand image, the relatively higher price compared to competitors such as Janji Jiwa and Fore Coffee may become a barrier for price-sensitive consumers. Therefore, Kopi Kenangan needs to maintain a balance between premium brand positioning and student affordability.

This finding is in line with previous studies conducted by (Girsang & Purba, 2025) (Bhastary et al., 2025) (Angelo et al., 2025), which found that price significantly influences purchase intention toward Kopi Kenangan. (Aviliani, 2024) who found that price affects repurchase intention among students, and (Aliyanti & Cholikh, 2024) who showed that price perception has a positive and significant effect on buying interest in coffeeshop. These studies strengthen the argument that price remains a determining factor in consumer purchase intention, even for brands that already have strong market awareness (Azman et al., 2026b).

The implication of this finding is that price should not be treated merely as a transactional element, but as a strategic marketing tool that shapes perceived value. For future research, price perception can be explored further by including dimensions such as perceived fairness, price-quality fit, and price comparison with competitors. This study also contributes to consumer behavior research by showing that student purchase intention toward a popular coffee brand is still strongly influenced by rational economic considerations.

The Influence of Product Quality on Purchase Intention

The results show that product quality has a positive and significant influence on purchase intention. This is proven by the t-count value of 4.769, which is greater than the t-table value of 1.98472, with a significance value of $0.000 < 0.05$. The regression coefficient of product quality is 0.393, and its standardized beta value is 0.459, making it the most dominant variable in influencing purchase intention. This means that the better the perceived product quality of Kopi Kenangan, the higher the students' intention to purchase the product.

Theoretically, product quality refers to the ability of a product to meet consumer needs, expectations, and satisfaction. In the coffee beverage industry, product quality is not limited to taste, but also includes aroma, presentation, consistency, temperature, packaging, and service experience (Nurhidayah et al., 2025). Consumers tend to develop stronger purchase intention when they believe that the product can consistently provide a satisfying experience (Nguyen & Puschmann, 2025). For students, product quality becomes

important because coffee consumption is often associated with lifestyle, comfort, social interaction, and daily academic activities (Katijah et al., 2026).

For Kopi Kenangan, this finding has a strong managerial implication. Since product quality is the most dominant factor, Kopi Kenangan needs to prioritize consistency across outlets. Problems such as differences in sweetness level, beverage temperature, taste consistency, and service quality can weaken consumer trust. Therefore, Kopi Kenangan should strengthen standard operating procedures for product preparation, conduct regular barista training, monitor outlet quality control, and ensure that each consumer receives the same product experience regardless of outlet location.

This finding supports the study by (Dahlan et al., 2023)(Susanto, 2025)(Amelia & Tambunan, 2024), which found that product quality significantly influences buying interest in coffeeshop. It is also in line with (Amelia & Tambunan, 2024), who showed that product quality affects purchase intention toward Kopi Kenangan in Purwokerto. (Amelia et al., 2025) confirmed that product quality is one of the significant variables influencing consumer purchase intention toward Kopi Kenangan. These previous studies show that product quality consistently plays a central role in shaping consumer interest in coffee products.

The implication of this study is that product quality should be positioned as the core of Kopi Kenangan's marketing strategy. While price and discounts can attract consumers temporarily, consistent product quality can build trust, satisfaction, and long-term purchase intention. For academic development, this finding reinforces the importance of product quality in consumer behavior studies, especially in the food and beverage sector, where sensory experience and consistency strongly determine consumer evaluation.

The Influence of Discount on Purchase Intention

The results of this study indicate that discount has a positive and significant influence on purchase intention. This is shown by the t-count value of 3.604, which is higher than the t-table value of 1.98472, with a significance value of $0.000 < 0.05$. The regression coefficient of discount is 0.235, meaning that an increase in attractive discount perception will increase students' purchase intention toward Kopi Kenangan. This finding confirms that promotional incentives remain an important factor in influencing student consumers.

Theoretically, discounts are part of sales promotion strategies that provide consumers with financial benefits through price reductions, special offers, or limited-time promotions (Hou et al., 2024). Discounts can create a perception of added value because consumers feel that they receive more benefits at a lower cost (Chernev, 2025). In consumer behavior theory, discounts may stimulate purchase intention by reducing perceived sacrifice, increasing urgency, and encouraging consumers to make faster purchasing decisions (Lubis, 2025).

For Kopi Kenangan, this result implies that discount programs should be designed more strategically and consistently. The draft shows that Kopi Kenangan often provides promotions through digital platforms such as GoFood and ShopeeFood, including limited-time offers and "Buy 1 Get 1" programs. However, promotions that are too limited in time, quota, or access may reduce consumer satisfaction if students feel that the discount is difficult to obtain. Therefore, Kopi Kenangan can improve its promotional strategy by offering more predictable student discounts, campus-based promo campaigns, loyalty rewards, and digital vouchers that are easier to access through delivery applications or the official Kopi Kenangan app.

This finding is supported by (Amalia et al., 2026)(Amelia et al., 2026)(Amelia, 2024), who found that discounts significantly influence purchase intention. It is also consistent with (Butarbutar et al., 2026), who stated that promotion, including discounts, affects repurchase intention. (Hasibuan, 2025) also found that promotion and price discounts influence purchase intention toward Kopi Kenangan. These previous studies

indicate that discounts remain effective in attracting consumer interest, particularly in markets with many similar product alternatives.

The implication of this finding is that discounts should not only be used as short-term sales tools, but also as part of a long-term relationship strategy with consumers. For Kopi Kenangan, discount programs can be used to attract first-time buyers, encourage repeat purchases, and strengthen brand attachment among students. For future research, discount variables may be developed further by examining discount attractiveness, discount frequency, ease of access, and perceived promotional fairness.

The Simultaneous Influence of Price, Product Quality, and Discount on Purchase Intention

The results of the simultaneous test show that price, product quality, and discount collectively have a significant influence on purchase intention. This is indicated by the F-count value of 80.490, which is greater than the F-table value of 2.70, with a significance value of $0.000 < 0.05$. In addition, the Adjusted R Square value is 0.707, meaning that price, product quality, and discount explain 70.7% of the variation in purchase intention, while the remaining 29.3% is influenced by other factors outside the research model.

Theoretically, purchase intention is shaped by a combination of rational and emotional considerations (Smith & Zook, 2022). Price reflects consumers' economic evaluation, product quality reflects functional and experiential value, while discounts reflect promotional attractiveness and perceived savings (Blakeman, 2024). These three variables work together in influencing consumers' decision-making process (Tambunan et al., 2025). A product with good quality but an unaffordable price may reduce purchase intention, while a product with attractive discounts but inconsistent quality may fail to build long-term interest (Noviana, 2025).

For Kopi Kenangan, this simultaneous finding means that marketing strategy should not focus on only one factor. Kopi Kenangan needs to integrate price competitiveness, consistent product quality, and attractive discounts in a unified strategy. For student consumers, the most effective approach is not merely offering cheap prices, but providing clear value: good taste, consistent quality, affordable packages, and accessible promotions. Since product quality has the strongest influence, Kopi Kenangan should make quality consistency the foundation of its strategy, while price and discount strategies should be used to strengthen affordability and purchase encouragement.

This finding is consistent with (Azman et al., 2026a)(Aditi et al., 2022)(Djohan et al., 2025), who found that price, product quality, and promotion simultaneously influence purchase. (Amin et al., 2026) also showed that product quality, online promotion, and price perception jointly affect buying interest. (Salsabillah, 2022) found that price, promotion, and product quality collectively influence repurchase intention toward Kopi Kenangan among university students. These findings confirm that consumer purchase intention in the coffee beverage industry is influenced by a combination of marketing mix elements rather than by a single factor.

The implication of this study is that Kopi Kenangan should strengthen an integrated marketing strategy aimed at student consumers. Product quality should be maintained through strict outlet standardization, price should be adjusted through value-based offers, and discounts should be made more accessible through digital platforms and student-oriented campaigns. Academically, this study contributes to marketing literature by confirming that price, product quality, and discount are significant predictors of purchase intention in the local coffee shop industry, particularly among university students.

4. Conclusion

This study concludes that price, product quality, and discounts have a positive and significant influence on the purchase intention of Kopi Kenangan among Psychology students at Universitas Prima Indonesia. The partial test results show that price significantly affects purchase intention, indicating that students consider affordability, price fairness, and the suitability between price and benefits before deciding to purchase Kopi Kenangan products. Product quality also has a positive and significant effect and becomes the most dominant variable in this study, showing that taste, product consistency, presentation, and service experience play an important role in shaping students' purchase intention. Discounts significantly influence purchase intention, which means that attractive promotional offers, price reductions, and accessible digital promotions can encourage students to buy Kopi Kenangan products. Simultaneously, price, product quality, and discounts significantly influence purchase intention, as shown by the F-test result of 80.490 with a significance value of 0.000. The Adjusted R Square value of 0.707 indicates that 70.7% of the variation in purchase intention can be explained by price, product quality, and discounts, while the remaining 29.3% is influenced by other factors outside this research model.

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