

THE EFFECT OF PRODUCT QUALITY, PRICE, AND SERVICE QUALITY ON PURCHASE INTENTION AT PISON COFFEE IN PETITENGET, BADUNG

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Abstract:

Purpose:

This study investigates the effects of product quality, price, and service quality on purchase intention at Pison Coffee in Petitenget, Badung. The research population consisted of customers who had visited the establishment.

Methodology:

A sample of 98 respondents was determined using the Slovin formula. Primary and secondary data were collected through observation, document review, structured interviews, and questionnaires. The data were analysed using multiple linear regression with partial and simultaneous hypothesis tests (t-tests and F-test), supported by SPSS version 26.

Findings:

The findings indicate that product quality, price, and service quality jointly have a positive and statistically significant effect on purchase intention. Individually, each of the three independent variables also has a positive and significant relationship with purchase intention.

Implication:

These findings highlight the importance of maintaining consistent product standards, setting appropriate prices, and improving service performance to strengthen customers' intentions to purchase products at Pison Coffee.

INTRODUCTION

The survival of companies in today's market increasingly depends on their ability to recognize and respond to changes in consumer behavior. Such understanding underpins the development of marketing strategies and products relevant to current market conditions (Pratama & Nurhayati, 2024). These challenges arise as digital technology and global market integration provide consumers with greater access to alternative products and services (Rahman & Putri, 2024). In an increasingly competitive environment, companies that fail to strengthen their competitiveness and adapt to changing trends and preferences risk losing their ability to sustain operations.

Service quality is commonly evaluated by comparing customers' initial expectations with their actual service experiences (Tjiptono & Chandra, 2022, p. 125). Prompt service, positive interpersonal interactions, and responsiveness to customer needs can generate favorable psychological evaluations. These perceptions help establish trust and satisfaction, which subsequently influence consumers' responses to a company's offerings. Good service contributes to a positive consumer perception (Pasupati & Laksmi, 2025). Recent empirical studies, including Adriani and Saputra (2024), Law et al. (2024), Kurnia and Pratami (2024), and Apriyanto and Ekowati (2024), support the significant role of service quality in purchase intention. In contrast, Sari and Pradana (2024) concluded that service quality does not invariably serve as a primary determinant of purchase intention.

Pison Coffee's sales fluctuated throughout 2024. Total revenue reached IDR 8,142,460,000 against a target of IDR 8,400,000,000, representing 96.93% of the target. The lowest monthly revenue was recorded in June at IDR 658,865,000 (94.12%), while the highest was recorded in December at IDR 693,854,000 (99.12%). This situation warrants managerial attention because of its potential implications for business operations.

Despite its strategic location and comfortable atmosphere, Pison Coffee continues to receive complaints concerning product taste and consistency. Some customers report that the quality of coffee and food varies

between visits, leading to inconsistent experiences. Limited menu innovation may also cause regular customers to lose interest and switch to cafés or restaurants offering a wider selection.

In addition to product quality, Pison Coffee faces challenges related to pricing. As an establishment in a premium tourist area, its prices are relatively higher than those of comparable cafés and restaurants nearby. This can create perceptions that the products are not worth their prices, especially among local customers and tourists with moderate purchasing power. Such perceptions may discourage repeat purchases or prompt consumers to seek competitors offering similar products at more affordable prices.

Beyond product quality and price, Pison Coffee also faces service-quality challenges. Customers visiting an internationally recognized tourist destination expect friendliness, accuracy, and professionalism from service staff. However, some visitors report inconsistent service, including delays in delivering orders, inadequate attention to customer needs, and slow responses to complaints. Unsatisfactory service quality can adversely affect perceptions of Pison Coffee and reduce purchase intention as consumers turn to alternatives offering better experiences.

Given these market phenomena and the conflicting findings of previous research, this study examines the effects of product quality, price, and service quality on purchase intention at Pison Coffee.

Effects of Product Quality, Price, and Service Quality on Purchase Intention

In this study, purchase intention refers to consumers' internal tendency to favor a product after evaluating its perceived value, the experience it offers, and the attractiveness of the proposition (Kotler & Keller, 2021). This intention develops when consumers perceive that a product provides relevant benefits at an acceptable price and that service interactions support a favorable purchasing experience. Purchase intention therefore represents psychological readiness before a transaction takes place.

Within marketing, purchase decisions typically do not arise from a single factor but from an overall evaluation of the product, economic value, and service interaction. Lestari and Firmansyah (2024), Faridah (2025), and Siaputra (2024) found that the combination of these three dimensions helps shape consumers' intention to purchase.

H1: Product quality, price, and service quality jointly have a positive effect on purchase intention.

Effect of Product Quality on Purchase Intention

In marketing research, product quality is widely considered a primary indicator of the attractiveness of a company's offering. Studies published between 2022 and 2024, including Betari et al. (2022), Imam et al. (2024), Lestari and Firmansyah (2024), and Siaputra (2024), generally indicate that higher perceived product quality is associated with greater purchase intention. Product quality may therefore be regarded as a strategic element shaping consumer preferences.

H2: Product quality has a positive effect on purchase intention.

Effect of Price on Purchase Intention

In consumer decision-making, price serves as a subjectively interpreted signal of value rather than merely an objective number attached to a product (Chang & Wildt, 2022). This interpretation reflects the perceived balance between expected benefits and monetary sacrifices. When the exchange appears favorable, consumers are more likely to regard a product as a rational choice, which strengthens purchase intention. Appropriate pricing thus constitutes an important evaluative mechanism influencing consumers' willingness to purchase.

Empirical discussions of purchasing behavior identify price as an important determinant of purchase intention. Studies by Poulan (2024), Setiaka and Cahyono (2025), Faridah (2025), and Munanda et al. (2024) collectively indicate that pricing perceived as reasonable contributes to stronger purchase intentions.

H3: Price has a positive effect on purchase intention.

Effect of Service Quality on Purchase Intention

H4: Service quality has a positive effect on purchase intention.

METHODS

This study employed an empirical quantitative approach to investigate consumer behavior in the coffee-shop sector, focusing on the relationships between product quality, pricing, service quality, and purchase intention. The units of analysis were customers of Pison Coffee in Petitenget, Badung Regency. The sample size was determined using Slovin's formula, yielding 98 respondents. Both quantitative and qualitative information was obtained from primary and secondary sources. Data were collected through observation, document review,

structured interviews, and questionnaires. Multiple linear regression analysis was performed using SPSS version 26, and the hypotheses were assessed using partial (t) and simultaneous (F) tests.

RESULTS

Research Instrument Test Results

Table 1. Validity Test Results

Description	Statement Item	Correlation Coefficient	Cronbach Alpha	Description
Product Quality (X1)	X1.1	0,941	0,941	Valid
Product Quality (X1)	X1.2	0,951	0,941	Valid
Product Quality (X1)	X1.3	0,946	0,941	Valid
Product Quality (X1)	X1.4	0,853	0,941	Valid
Price (X2)	X2.1	0,783	0,874	Valid
Price (X2)	X2.2	0,804	0,874	Valid
Price (X2)	X2.3	0,901	0,874	Valid
Price (X2)	X2.4	0,919	0,874	Valid
Service Quality (X3)	X3.1	0,724	0,890	Valid
Service Quality (X3)	X3.2	0,877	0,890	Valid
Service Quality (X3)	X3.3	0,848	0,890	Valid
Service Quality (X3)	X3.4	0,879	0,890	Valid
Service Quality (X3)	X3.5	0,842	0,890	Valid
Purchase Intention (Y)	Y1	0,858	0,887	Valid
Purchase Intention (Y)	Y2	0,873	0,887	Valid
Purchase Intention (Y)	Y3	0,913	0,887	Valid
Purchase Intention (Y)	Y4	0,823	0,887	Valid

Source: Data processed (2026)

The research instrument demonstrated adequate methodological quality. All measurement indicators satisfied the required correlation thresholds, while internal consistency values for the constructs fell within acceptable ranges, indicating satisfactory reliability across the study variables.

Classical Assumption Test Results

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	One-Sample Kolmogorov-Smirnov Test	One-Sample Kolmogorov-Smirnov Test
Unstandardized Residual		
N	N	98

Normal Parameters,a,b	Mean	.0000000
Normal Parameters,a,b	Std. Deviation	1.13352692
Most Extreme Differences	Absolute	.072
Most Extreme Differences	Positive	.072
Most Extreme Differences	Negative	-.059
Test Statistic	Test Statistic	.072
Asymp. Sig. (2-tailed)	Asymp. Sig. (2-tailed)	.200c,d
a. Test distribution is Normal.	a. Test distribution is Normal.	a. Test distribution is Normal.
b. Calculated from data.	b. Calculated from data.	b. Calculated from data.
c. Lilliefors Significance Correction.	c. Lilliefors Significance Correction.	c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.	d. This is a lower bound of the true significance.	d. This is a lower bound of the true significance.

Source: Data processed (2026)

The analyzed data exhibited an acceptable and balanced distribution without substantial deviations, supporting their use in subsequent statistical tests.

Table 3. Multicollinearity Test Results

Coefficientsa	Coefficientsa	Coefficientsa	Coefficientsa
Model	Model	Collinearity Statistics	Collinearity Statistics
Model	Model	Tolerance	VIF
1	(Constant)		
1	Product Quality (X1)	.611	1.636
1	Price (X2)	.484	2.064
1	Service Quality (X3)	.706	1.416
a. Dependent Variable: Y	a. Dependent Variable: Y	a. Dependent Variable: Y	a. Dependent Variable: Y

Source: Data processed (2026)

No strong dependence was detected among the explanatory variables. The diagnostic indicators presented in Table 3 show that each predictor remained within acceptable thresholds, indicating that the regression model was not affected by problematic multicollinearity that could compromise estimation accuracy.

Table 4. Heteroscedasticity Test

Coefficientsa	Coefficientsa	Coefficientsa	Coefficientsa	Coefficientsa	Coefficientsa	Coefficientsa
Model	Model	Unstandardized Coefficients	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
Model	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	.289	.531		.544	.588
1	Product Quality (X1)	.024	.035	.089	.681	.497
1	Price (X2)	.018	.043	.063	.426	.671
1	Service Quality (X3)	-.002	.029	-.006	-.053	.958

a. Dependent Variable: ABS_RES	a. Dependent Variable: ABS_RES	a. Dependent Variable: ABS_RES	a. Dependent Variable: ABS_RES	a. Dependent Variable: ABS_RES	a. Dependent Variable: ABS_RES	a. Dependent Variable: ABS_RES
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Source: Data processed (2026)

The regression model showed a consistent data distribution, with no indication of structural disturbances affecting the estimates.

Multiple Linear Regression Results

Processing the data in SPSS produced the following regression model describing relationships among the study variables:

Table 5. Multiple Linear Regression Results

Coefficients ^a	Coefficients ^a	Coefficients ^a	Coefficients ^a	Coefficients ^a	Coefficients ^a	Coefficients ^a
Model	Model	Unstandardized Coefficients	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
Model	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	-2.384	.865		-2.757	.007
1	Product Quality (X1)	.439	.058	.445	7.625	.000
1	Price (X2)	.208	.070	.196	2.993	.004
1	Service Quality (X3)	.411	.048	.469	8.640	.000
a. Dependent Variable: Y	a. Dependent Variable: Y	a. Dependent Variable: Y	a. Dependent Variable: Y	a. Dependent Variable: Y	a. Dependent Variable: Y	a. Dependent Variable: Y

Source: Data processed (2026)

The analysis presented in Table 5 yielded a multiple linear regression equation representing the quantitative relationships among the research variables:

$$Y = -2,384 + 0,439 X_1 + 0,208 X_2 + 0,411 X_3$$

The regression intercept was negative, indicating a relatively low baseline level of purchase intention when the contributions of the explanatory variables were absent.

Product quality played a strategic role in the model: improvements in quality were associated with higher purchase intention, assuming the other factors remained unchanged.

Price showed a positive relationship with purchase intention, indicating that higher values of the measured pricing variable were accompanied by a greater willingness to purchase.

Service quality emerged as a significant positive predictor, as service improvements strengthened purchase intention while other variables were held constant.

Coefficient of Determination Results

The explanatory contribution of the independent variables to changes in the dependent variable can be assessed using the coefficient of determination. Table 6 therefore presents the model's explanatory power.

Table 6. Coefficient of Determination Results

Model Summary ^b	Model Summary ^b	Model Summary ^b	Model Summary ^b	Model Summary ^b
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.804	.798	1.151

a. Predictors: (Constant), X3, X1, X2	a. Predictors: (Constant), X3, X1, X2	a. Predictors: (Constant), X3, X1, X2	a. Predictors: (Constant), X3, X1, X2	a. Predictors: (Constant), X3, X1, X2
b. Dependent Variable: Y	b. Dependent Variable: Y	b. Dependent Variable: Y	b. Dependent Variable: Y	b. Dependent Variable: Y

Source: Data processed (2026)

The statistical calculations suggest that the model has strong explanatory power. Product quality, price, and service performance jointly account for a large proportion of variation in purchase intention, while the remaining proportion is attributable to factors outside the analytical framework of this study.

F-Test Results

The study assessed the independent variables jointly, rather than only individually, to determine whether their combined contribution to purchase intention was statistically meaningful. All calculations were performed in SPSS, and the corresponding test results are summarized in the following table.

Table 7. Simultaneous F-Test Results

ANOVAa	ANOVAa	ANOVAa	ANOVAa	ANOVAa	ANOVAa	ANOVAa
Model	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	511.366	3	170.455	128.559	.000b
1	Residual	124.634	94	1.326		
1	Total	636.000	97			
a. Dependent Variable: Y	a. Dependent Variable: Y	a. Dependent Variable: Y	a. Dependent Variable: Y	a. Dependent Variable: Y	a. Dependent Variable: Y	a. Dependent Variable: Y
b. Predictors: (Constant), X3, X1, X2	b. Predictors: (Constant), X3, X1, X2	b. Predictors: (Constant), X3, X1, X2	b. Predictors: (Constant), X3, X1, X2	b. Predictors: (Constant), X3, X1, X2	b. Predictors: (Constant), X3, X1, X2	b. Predictors: (Constant), X3, X1, X2

Source: Data processed (2026)

The simultaneous model test indicated that the proposed regression model satisfied the criteria for statistical significance. The probability value was substantially below the predetermined significance threshold, leading to rejection of the null hypothesis. This provides evidence that product quality, price, and service quality jointly exert a positive and statistically significant influence on consumer purchase intention.

t-Test Results

Table 8. Hypothesis Test Results (t-Test)

Coefficientsa	Coefficientsa	Coefficientsa	Coefficientsa	Coefficientsa	Coefficientsa	Coefficientsa
Model	Model	Unstandardized Coefficients	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
Model	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	-2.384	.865		-2.757	.007
1	Product Quality (X1)	.439	.058	.445	7.625	.000
1	Price (X2)	.208	.070	.196	2.993	.004
1	Service Quality (X3)	.411	.048	.469	8.640	.000
a. Dependent Variable: Y	a. Dependent Variable: Y	a. Dependent Variable: Y	a. Dependent Variable: Y	a. Dependent Variable: Y	a. Dependent Variable: Y	a. Dependent Variable: Y

Source: Data processed (2025)

1. Consumers' intention to purchase is strongly influenced by their assessments of product advantages, with higher perceived quality generally associated with stronger purchase intention.
2. Consumers' perceptions of price fairness and affordability play an important role in encouraging purchase intention.
3. Customers' service experiences are another major determinant, as satisfactory service increases their willingness to purchase.

DISCUSSION

Effects of Product Quality, Price, and Service Quality on Purchase Intention

The simultaneous test supports the research model: product quality, price, and service quality jointly make a significant contribution to purchase intention. The F-statistic of 128.559 exceeded the critical F-value of 2.70, and the significance value was 0.000. Kotler and Keller (2021, p. 15) characterize purchase intention as a psychological tendency that develops through consumers' responses to marketing stimuli and leads toward an intended transaction. Such responses reflect evaluations of the customer experience, including whether a product meets expectations concerning taste, ingredient quality, and presentation; whether prices are reasonable relative to benefits; and whether service is friendly, accurate, and attentive. Positive evaluations of all three dimensions encourage purchases and may also promote loyalty and repeat purchasing.

Effect of Product Quality on Purchase Intention

The hypothesis test confirms the importance of product quality in promoting purchase intention. Its significance value was 0.000, below the 5% threshold, while the t-statistic of 7.625 exceeded the reference value of 1.66. Better perceived product quality was therefore associated with stronger willingness to purchase. Assauri (2021, p. 17) defines product quality in terms of the characteristics that allow products to perform their intended functions. With increasing education and economic capacity, consumers have become more discerning when judging whether quality is commensurate with cost. They consequently demand products that deliver benefits and performance consistent with the money spent, although some continue to associate higher prices with superior quality.

Previous studies indicate that consumers' willingness to buy depends substantially on perceived product advantages. Betari et al. (2022) found that stronger assessments of performance, durability, and suitability for consumer needs corresponded to significantly higher purchase intention. Comparable results were reported by Imam et al. (2024), Lestari and Firmansyah (2024), and Siaputra (2024), who concluded that more favorable product-quality evaluations strengthen purchasing intentions.

Effect of Price on Purchase Intention

The hypothesis testing results confirm that price is a variable that contributes significantly to the formation of purchase intention. This is evidenced by a test probability of 0.004—which meets the acceptance criteria at the 5 percent significance level—and a t-statistic of 2.993, which exceeds the threshold value of 1.66. Consequently, the influence of price on purchase intention can be considered significant and positive. Theoretically, Chang and Wildt (2022) define price as a consumer-perceived construct—an internal assessment that may differ from the objective, stated figure—as consumers weigh the cost against the expected benefits. Thus, purchase intention tends to strengthen when the price is perceived as proportional to quality, aligned with the consumer's purchasing power, and competitive compared to similar alternatives. When consumers view the exchange between the money spent and the benefits received as advantageous, a stronger perception of value is formed, which in turn drives an increase in purchase intention."

"Empirical evidence identifies price as an indicator of 'attractiveness' that helps determine whether or not a consumer is motivated to make a purchase. According to a report by Poulan (2024), price assessment plays a tangible role in fostering purchase intention, particularly when the set price is deemed reasonable, manageable, and commensurate with the benefits obtained. This same pattern is echoed in studies by Setiaka & Cahyono (2025), Faridah (2025), and Munanda et al. (2024), all of which consistently demonstrate that the more positive a consumer's perception of price, the greater their inclination to make a purchase.

Effect of Service Quality on Purchase Intention

The results of the statistical analysis demonstrate strong support for the role of service: the test probability value is 0.000 (below the 0.05 threshold), and the t-value of 8.640 is well above the reference value of 1.66. This

indicates that service quality is a significant determinant in shaping purchase intention, with a positive, reinforcing influence. Conceptually, Tjiptono and Chandra (2022:125) define service quality as the degree of alignment between the service received by a customer and their pre-existing expectations. When the service process is agile, communicative, responsive, and capable of effectively addressing customer needs, the resulting experience tends to be positive; this fosters satisfaction and a sense of security, encouraging trust in the service provider. Consequently, a more favorable perception of the company is formed, which ultimately increases the consumer's inclination to choose and purchase the products or services offered.

Several studies reinforce the view that a consumer's initial decision to purchase is largely shaped by the quality of the service interactions they experience. Adriani and Saputra (2024) found that higher service standards—in terms of handling speed, staff attitude, and the seamlessness of the process—lead to a stronger consumer drive to make a purchase. This pattern is also reflected in other research, such as that reported by Law et al. (2024), Kurnia and Pratami (2024), and Apriyanto and Ekowati (2024), all of which conclude that improvements in service quality contribute tangibly to increasing purchase intention.

CONCLUSION

This study confirms that purchase intention among Pison Coffee customers in Petitenget, Badung, reflects their evaluation of the value of the overall experience. Purchase intention increases when three aspects are aligned: products are regarded as superior in taste, consistency, and presentation; prices are perceived as reasonable relative to benefits; and service is satisfactory, with friendly, responsive staff and efficient processes. Improvements in these dimensions strengthen perceived value, increase confidence in choosing the establishment, and encourage purchasing.

RECOMMENDATIONS

The researchers offer the following recommendations:

Although respondents generally rated product quality favorably, the item concerning whether Pison Coffee products were consistently good on every purchase received the lowest score. The management should therefore maintain consistent taste, presentation, and ingredient quality across its offerings to ensure satisfactory experiences on every visit.

Respondents' overall perceptions of price were favorable, but the item assessing whether Pison Coffee's prices were commensurate with the quality received scored lowest. Management should review the alignment of prices with actual product quality, either by improving quality or adding value, so customers perceive the prices paid as justified by the benefits received.

Overall evaluations of service quality were favorable, but the item concerning employees' attention to and concern for customer needs received the lowest score. Pison Coffee should improve staff training in empathy, communication, and responsiveness so that customers feel better cared for and receive more attentive service.

Future studies should consider additional variables potentially influencing purchase intention, such as promotions, brand image, and social media marketing.

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