



Price Location and Promotion Drive Consumer Purchase Interest at Cafe

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Abstract. General Background: The marketing landscape is experiencing significant transformation, leading to intensified competition among businesses in attracting consumer attention and purchasing interest. Specific Background: In the food and beverage sector, cafes such as Zack and Nad Cafe must implement appropriate marketing strategies, particularly related to price, location, and promotion, to remain competitive. Knowledge Gap: However, empirical evidence examining the individual contribution of these marketing variables to consumer purchasing interest in specific local cafe contexts remains limited. Aims: This study aims to analyze the relationship between price, location, and promotion on consumer purchasing interest at Zack and Nad Cafe. Results: Using a quantitative approach with 100 respondents selected through non-probability purposive sampling, data were collected via Likert-scale questionnaires and analyzed using multiple linear regression. The findings indicate that price, location, and promotion each show a positive and significant relationship with consumer purchasing interest. Novelty: This study provides a focused analysis of three key marketing variables within a specific cafe setting, offering localized insights into consumer purchasing behavior. Implications: The findings suggest that cafe management should prioritize pricing strategies, strategic location considerations, and promotional activities to support consumer purchasing interest in competitive food and beverage markets.

Keywords: Price strategy; Location factors; Promotion strategy; Consumer purchase interest; Cafe marketing

1 Introduction

Over time, advances in marketing have undergone tremendous changes. As a result, competition in various industries has become increasingly fierce, prompting business owners to compete for consumers. These advances have made it easy for buyers to switch from one brand to another. Ultimately, entrepreneurs are required to choose the right steps to deal with this situation.

The development of culinary types has also become more diverse due to differences in people's lifestyles and consumer preferences. Today's fast-paced lifestyle has made drinking coffee a lifestyle in itself. This phenomenon is occurring throughout Indonesia, with the number of coffee shops continuing to grow every year. In fact, this number has

the potential to increase as coffee shops continue to expand in various regions, ranging from independent, modern, and traditional coffee shops.

Initially, people only visited coffee shops to enjoy a cup of coffee. This continued throughout its development. However, the purpose of people visiting coffee shops today has evolved. Many people come to cafes just to hang out, relax, or meet colleagues. Of course, they want a comfortable place to talk or discuss something[1]. Various coffee shops also offer different levels of comfort in each location, allowing consumers to get what they need. For example, customers can enjoy entertainment while enjoying the food and drinks provided, while also working by utilizing the facilities they are interested in, such as Wi-Fi, which is now widely available in various *coffee shops*. This coffee-drinking activity also serves as a means to confirm a sense of pride among young coffee drinkers. This has led many people, especially young adults, to adopt coffee shops as a new lifestyle. This has driven the rapid growth of the café business[2].

In the past, coffee lovers were only adults, but now even young people and women enjoy it too. This has led many entrepreneurs to see promising business opportunities, resulting in more *coffee shops* popping up. Before starting the research, the researchers conducted preliminary interviews with many customers from several *coffee shops*. Generally, the reasons they visit *coffee shops* are because they are curious about the diverse products, attractive promotions such as discounts or *buy 1 get 1* offers, comfortable places to do work, and *Instagram-worthy* interior designs promoted through social media.

One of the *coffee shops* in the Sidoarjo area is Zack and Nad Cafe and Eatery, located at Jl. Valencia Residence Puri Surya Jaya Blok AC No.2, Dusun Gemurung Lor, Gedangan District, Sidoarjo Regency. Before conducting the research, the researcher conducted preliminary research through observation. Zack and Nad Cafe offers a variety of coffee, non-coffee, main meals, , and snacks to meet the needs of its customers. Prices range from IDR 10,000 to IDR 25,000 for both drinks and food. Zack and Nad Cafe also provides quite complete facilities ranging from wifi, spacious parking area *indoor* and *rooftop space*. Zack and Nad Cafe promotes and markets itself on social media platforms such as Instagram and Tiktok. Zack and Nad Cafe also provides partners through *online driver* applications, such as Grab, which offers discounts and delivery services.

In the face of increasingly intense market competition with diverse product offerings, Zack and Nad Cafe must maintain its competitiveness to survive and attract customers. Therefore, it is crucial to implement new innovations to compete with other cafes, boost sales, and ensure business sustainability. To maintain the business and attract new customers, a *marketing mix* is needed, including pricing, location, and promotions.

Previous studies have mostly been conducted on large restaurants or retail chains, making them less relevant to small cafes like Zack & Nad Cafe. Additionally, detailed studies on the effectiveness of specific promotional strategies in the context of local cafes are still rare. Based on internal data obtained by the researcher, there has been a decline in consumers over the past 6 months, starting in January 2024, and the problem has not yet been fully identified. The demographic influence of consumers, prices that are in line with consumer purchasing interests, and promotions offered by Zack & Cafe were explored in depth. With this gap, this study was conducted to understand the appropriate strategies and factors that influence purchasing interest at Zack & Nad Cafe.

Price is an important factor in influencing the success of a product offering. Offering lower prices than competitors is one tactic that business owners can use to pass on costs to customers.[3] . Price can influence purchasing interest because prices that are too high will make customers uninterested and even turn away, unless the *coffee shop* can offer products that competitors do not have. Conversely, if the price is too low, it will also affect the profits earned. Therefore, diversity becomes a challenge in order to compete with various *coffee shops* and ensure that the business runs profitably with minimal losses[4] .

In addition, choosing a strategic location with easy road access will attract consumers. The more strategic the business location, the faster the company will grow and consumer interest in purchasing will increase[5] . However, there are still many *coffee shops* with inadequate facilities, such as places of worship and narrow parking lots.

Promotions are also one of the determining factors in consumer purchasing interest. There are many promotions that can be offered, such as the research conducted by[6] , which in conducting its promotion, provides *cashback* in the form of money or goods to consumers if the product is damaged in terms of product or taste. Sellers can also give coupons that can be raffled off to consumers who frequently make purchases in certain amounts. Promotions can be provided by sharing information and offering discounts, free shipping, or other attractive *rewards*, which will make consumers more interested in buying . Conversely, if promotions are not given enough attention, consumers will turn away[4] .

According to[7] , *the marketing mix* to attract purchasing interest can be implemented using three variables (*people, promotion, process*) that have an influence and must be considered, and four variables (*place, product, price, and physical evidence*) that do not have an influence and are not a top priority in increasing consumer purchasing power. Another gap identified by[8] , which uses the 4P marketing mix, is that the variables *of product, place, and promotion* influence consumer purchasing interest, while *price* does not influence consumer purchasing interest at Dae Jang Geum Rosedale.

According to the study[9] , price does not affect purchasing interest, but product quality and location have a significant impact on the purchasing choices of *coffee shop* customers in Gresik. This differs from the previous study[10] · which identified a significant influence of price, location, and promotion on the purchasing interest of Ketje Lampung coffee.

These discrepancies form the basis for this study, which argues that every coffee shop must have a marketing strategy to attract consumer purchasing interest, with the aim of making buyers aware of the existence of a cafe. The behavioral habits of the community, which usually require certainty in terms of price, location, and promotion, also cause consumers to be interested in buying at Zack & Nad Caffe. Therefore, the title of this study is "The Influence of Price, Location, and Promotion on Consumer Purchasing Interest at Zack & Nad Cafe." **Research Question:** This study formulates the following research question: How do price, location, and promotion influence consumer purchasing interest at Zack and Nad Cafe?

Research Questions : Do price, location, and promotion significantly influence consumer purchasing interest at Zack and Nad Cafe?

SDG Categories :

Based on the preliminary explanation above, with reference to *the sustainable development goals* pillar of economic development_ <https://sdgs.bappenas.go.id/17-goals/goal-8/> , the problem formulation in this study focuses on category 8, namely decent work and economic growth. This study will be useful for companies in selling and marketing products to increase sales based on the marketing mix.

2 Literature Review

2.1 Price

Price is the value of a good or service offered by a company to its consumers. The goal is to increase revenue for the company. Determining a price that is too high or too low can be disadvantageous, so pricing must be done correctly in order to successfully market a product[15] . Pricing is the most common problem faced by many business people, and many businesses fail to manage pricing correctly. Previous research shows that effective pricing is crucial to marketing success. Kotler and Keller (2009) emphasize that the right pricing strategy can increase a company's revenue and competitiveness [13].

Price indicators include:

- Price affordability
- Price-quality alignment
- Price competitiveness
- Price-to-need alignment

2.2 Location

Location is an intermediary for companies to market products to their target markets. Location or place here can be equated with marketing channels. Marketing channels are a collection of organizations that can help a product or service that consumers or business users can access. Previous research shows that marketing channels play an important role in facilitating product access to consumers. Kotler and Keller (2009) emphasize that the right marketing channels help expand the reach and access of products [13].

The location or place indicators are as follows:

- Location access, the ease of reaching the location by considering road conditions.
- Visibility, the target location can be seen from the main road and there are location signs.
- Traffic there are two things to consider namely:
- The number of people passing by can provide opportunities
- Traffic congestion and density can create obstacles

2.3 Promotion

To convey their products to the target market, businesses can carry out promotions. Promotions are generally marketing communication activities that consist of a series of activities to disseminate information and persuade the target market[16] . In terms of promotion, businesses usually combine 4 *promotion mixes*, namely advertising,

personal selling, sales promotion, and *publicity*. Previous research shows that promotion plays an important role in attracting interest and increasing sales. Kotler and Keller (2009) emphasize promotion as the key to marketing communication [13].

Advertising usually promotes a company's products through print media such as newspapers and magazines, as well as electronic media such as radio and television. *Personal selling* usually involves face-to-face contact with consumers by approaching them or visiting them at their place of business. *Sales promotion* can take the form of demonstrations at a shopping center. Then, *publicity* refers to the transmission of company information through public involvement and media coverage, including goods, activities, or initiatives that enhance the company's image and boost sales[17]. The indicators of promotion are:

- *Advertising*
- Personal selling
- Sales promotion
- *Publicity*

2.4 Consumer Purchase Interest

Consumer purchase intent refers to how likely customers are to buy a particular brand or switch from one brand to another[13]. In general, buyers pay attention to their interests and concerns, and then seek information when deciding to buy[18]. In addition, purchasing or choosing a product or service can also be interpreted as purchase intent. When someone has obtained sufficient information about the desired product, they will be interested in obtaining it. Previous studies have found that customer purchase interest is influenced by internal and external factors, such as desires and needs.

Indicators of purchase interest include the following[14]:

- Transactional interest refers to the tendency to purchase an item.
- Referential interest refers to the tendency to recommend a product to others.
- Preferential interest refers to an individual's tendency toward a particular product. This preference can only be changed if an event related to the selected product occurs.
- Exploratory interest refers to the activities of individuals who consistently seek knowledge related to their field of interest, along with evidence to support the beneficial attributes of a product.

2.5 Conceptual Framework

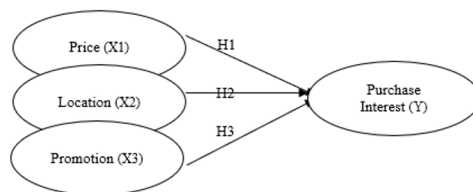


Fig.1.Conceptual Framework

Hypothesis:

H1: There is an effect of price on consumer purchasing interest at Zack & Nad Cafe.

H2: Location has an effect on consumer purchasing interest in Zack & Nad Cafe.

H3: There is an effect of promotion on consumer purchasing interest in Zack & Nad Cafe.

3 Research Method

Quantitative research was chosen as the research method to describe the effect of independent variables on dependent variables using numerical research data analyzed using statistical methods[19] . This study used independent variables, namely price (X1), location (X2), promotion (X3), with consumer purchasing interest (Y) as the dependent variable.

The location of this study is Zack and Nad Cafe and Eatery, located at Jl. Valencia Residence Puri Surya Jaya Blok AC No.2, Dusun Gemurung Lor, Gedangan District, Sidoarjo Regency.

Primary and secondary data were selected in this study. Meanwhile, the *Likert* scale was chosen as the data collection technique with 5 response options, namely scale 1 (strongly disagree), scale 2 (disagree), scale 3 (neutral), scale 4 (agree), and scale 5 (strongly agree). A questionnaire is a method of collecting data from respondents through a series of written questions to be answered[19] . The questionnaire distribution technique was carried out using Google Forms, which were shared through social media and directly to visitors of Zack and Nad Cafe.

3.1 Population and Sample

Population.All consumers who visit and make purchases at Zack and Nad Cafe were selected as the population. The population itself is the total number of objects or subjects with specific characteristics defined by scientists for study and conclusion-drawing [19]

Sample.*Non-probability sampling* is a sampling technique in which each population does not have a known probability of being selected into the sample. *Purposive sampling* was chosen as the sampling technique using specific criteria[19] . The desired criteria for this study were consumers who had purchased from and visited Zack and Nad Caf e.

Due to the unknown size of the population, the sample size was determined using the Cochran formula as follows[19] :

$$n = \frac{Z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2 (0,5)(0,5)}{(0,1)^2} = 96$$

n: Sample size.

Z: Normal curve value of 1.96.

p: Probability of correctness 50% = 0.5.

q: Probability of error 50% = 0.5.

e: *Margin of error*, the tolerable error rate (10% = 0.1).

Based on Cochran's theory, the researcher determined that the sample size used was 96 consumers at Zack and Nad Caffè. Because this study will use SPSS in calculating the data, it is recommended that the number be rounded up to 100 [10]

3.2 Operational Definition

To clarify and facilitate the researcher's work, operational definitions are needed to examine the indicators of the [19] variable. The operational definitions of the variables in this study are as follows:

Price (X1). Price is the amount of money spent to obtain goods or services [14]. Operationally, price can be measured through the following indicators:

- Affordability.
- Price-quality ratio.
- Price competitiveness.
- Price suitability with needs.

Location (Place) (X2). Location is the place where a company must be based in order to carry out its operational activities [14]. Operationally, location can be measured through indicators:

- Location access.
- Visibility.
- *Traffic*.

Promotion (X3). Promotion is a plan implemented to persuade target consumers to purchase the product [14]. Operationally, it can be measured through the following indicators:

- Advertising
- *Personal selling*.
- Sales promotions.
- Publicity.

Consumer Purchase Interest (Y). Consumer purchase interest is the interest of consumers in purchasing a particular brand [14]. Operationally, consumer purchase interest can be measured through the following indicators:

- Transactional interest.
- Referential interest.
- Preferential interest.
- Exploratory interest.

Data Analysis Techniques Data Quality Test

Validity Test

Validity testing is conducted to determine the relevance of questionnaire questions or statements and whether they need to be changed because they are invalid. Data is

considered valid if the calculated r value is greater than the table r value (calculated $r >$ table r). However, if the calculated r value is smaller (calculated $r <$ table r), it is considered invalid[19].

Reliability Test

A questionnaire can be considered reliable if the answers obtained from the subjects to the questions are considered consistent. The aim is to ensure that the measuring instrument can be trusted to provide accurate research results[19]. It is considered reliable if the *Cronbach's Alpha* value is 0.60 or higher. Conversely, if the *Cronbach's Alpha* is less than 0.60, the instrument is considered unreliable.

Classical Assumption Test. To see whether the data used in a study is normally distributed and does not contain multicollinearity, autocorrelation, and heteroscedasticity, a classical assumption test is performed.

Data Normality Test

The purpose is to determine whether the data population is normally distributed or not. *Kolmogorov-Smirnov* is used to see the significance obtained. If it is less than 0.05, the data is not distributed, and if the significance is more than 0.05, the data is normally distributed[19].

Multicollinearity Test

Multicollinearity occurs when two or more independent variables have a significant correlation close to 1 or -1. The presence or absence of multicollinearity is identified through the VIF (*Variance Inflation Factor*) value, with the condition that the value obtained must be below 10, then it is considered that there is no multicollinearity[19].

Heteroscedasticity Test

Often in regression models, there are many cases of variance inequality between the residuals of one observation and another. This is the purpose of conducting a heteroscedasticity test[19]. If the significance result obtained from the Glesjer test is greater than 0.05, then there is no heteroscedasticity. Conversely, if the significance value is less than 0.05, then there is heteroscedasticity.

3.3 Multiple Linear Regression

This test is intended to understand the measurable relationship between at least two or more variables which is the purpose of multiple linear regression[19]. The equation model is described as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Y = Consumer purchase interest

a = Constant value.

$b_1 - 3$ = Regression coefficient the independent variable.

X_1 = Price variable.

X_2 = Location variable.

X_3 = *Promotion* variable.

e = Standard Error.

3.4 Hypothesis Testing

T-Test (Partial Testing)

The t-test function is used to determine whether there is a significant effect of several independent variables on one dependent variable[19] . The standard tolerance and hypothesis rejection are done by comparing the t-test results with the t-table, which is clarified as follows:

- If the independent variables have no effect on the dependent variable, it means that H_0 is accepted or (calculated $t < \text{table } t$).
- If the independent variable has an effect on the dependent variable, it means that H_a is accepted or (calculated $t > \text{table } t$).

Coefficient of Determination (R^2)

The purpose of the coefficient of determination is to measure the extent to which the model can explain the dependent variable[20].The coefficient of determination is viewed in terms of its value (*Adjusted R^2*). If *Adjusted R^2* has a large value (close to 1), it means that the independent variables provide almost all the information needed to predict the dependent variable. Meanwhile, if the *Adjusted R^2* value is small, it means that the ability of the independent variable to explain the dependent variable is limited[19]

4 Results and Discussion

4.1 Descriptive Statistics

To explain the information obtained, descriptive statistical tests were used to see the minimum and maximum values, characteristics such as gender, age, and others to draw broad or general assessments[21] . There were 100 questionnaires distributed to respondents, namely Zack & Nad Caffe consumers, with the following statistical test results obtained:

Table 1. Descriptive Statistics

Gender	Male	66
	Female	34
Age	<19	7
	20-29	63
	30-39	21
	40-50	9

Thus, it can be concluded that the most dominant coffee shop patrons are men with a percentage of 66%, while the age group is dominated by young adults aged 20-29 years with a percentage of 63%.

4.2 Data Quality Test

Validity Test

To determine how well the instrument can be used to measure what it is supposed to measure a validation test was conducted ([20]). Items on the questionnaire are

considered valid if the rcount value is greater than the rtable with a significance level (α) = 10%, which is 0.1966.

Table 2. Validity Test

Variable	No Item	R Calculated	R Table	Description
Price (X1)	X1.1.	0.814	0.1966	Valid
	X1.2.	0.757		Valid
	X1.3.	0.733		Valid
	X1.4.	0.736		Valid
Location (X2)	X2.1.	0.831		Valid
	X2.2.	0.801		Valid
	X2.3.	0.784		Valid
Promotion (X3)	X3.1.	0.796		Valid
	X3.2.	0.726		Valid
	X3.3.	0.711		Valid
	X3.4.	0.749		Valid
Consumer Purchase Interest (Y)	Y.1.	0.744		Valid
	Y.2.	0.728		Valid
	Y.3.	0.689		Valid
	Y.4.	0.788		Valid

The validity test results indicate that all questionnaire items are valid, as they have a correlation coefficient value above r-table > (0.1966).

Reliability Test

If the same object is used several times, the reliability test aims to determine whether the measurement instrument is consistent or not[20] . The reliability test using the *Cronbach alpha* technique is considered good if the reliability value obtained is higher than the *Cronbach alpha* value >0.6.

Table 3. Reliability Test

	Calculation Results	<i>Cronbach alpha(a)</i>	Description
Price (X1)	0.756	0.60	Reliable
Location (X2)	0.730		Reliable
Promotion (X3)	0.733		Reliable
Consumer Purchase Interest (Y)	0.720		Reliable

Based on the reliability test results, all variables have a *Cronbach alpha* reliability coefficient of more than 0.60, so the questionnaire is good or reliable.

4.3 Classical Assumption Test

Normality Test

The normality test aims to determine whether the sample used has a normal distribution or not. The normality results are explained in the table below:

Table 4. Normality Test

<i>One-Sample Kolmogorov-Smirnov Test</i>	
	<i>uUnstandardizednResidual</i>
N	100
Normal Parameters ^{a,b}	.000000
	1.66701871
Most Extreme Differences	.060
	.060
	-.057
Statistic	.060
<i>Asymp. nSig (2-tailed)</i>	.200 ^{c,d}

a. Test distribution is Normal

b. Calculated from data.

c. Lilliefor's Significance Correction.

The results obtained show a sig value of 0.200. It is said to be normally distributed if $p \geq 0.05$. As a result, from all these variables, it can be concluded that the data is normally distributed.

4.4 Multicollinearity Test

To detect dependence between several independent variables in a regression model, a multicollinearity test is performed. It is said to not contain multicollinearity if the VIF value is below <10 . The multicollinearity table can be explained as follows:

Table 5. Multicollinearity Test

<i>Coefficients^a</i>		
<i>Model</i>		<i>VIF</i>
1	(Constant)	
	Price	.363 2,751
	Location	.447 2,239
	Promotion	.360 2,776

a. Dependent Variable: Consumer Purchase Interest

The VIF values for all variables are below 10 and the tolerance values are close to 1, so it is very likely to assume that there is no multicollinearity.

4.5 Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is variance inequality between several research samples in the regression model.

Table 6. Heteroscedasticity Test

		<i>Coefficients^a</i>			
		<i>Coefficients</i>		<i>sStandardized</i>	
<i>Model</i>		<i>B</i>		<i>t</i>	<i>Sig.</i>
1	(Constant)	.862	.580	1.487	.140
	Price	.019	.054	.348	.728
	Location	.038	.062	.615	.540
	Promotion	-.022	.061	-.358	.721

a. Dependent Variable: Abs_RES

The results obtained show that the significance values of all variables are above 0.05, so it can be concluded that heteroscedasticity does not occur in the regression model.

4.6 Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis

		<i>Coefficients^a</i>						
		<i>ize</i>		<i>d</i>		<i>Colline ity</i>		
<i>Model</i>		<i>B</i>	<i>Std Error</i>	<i>Coefficients</i>	<i>t</i>	<i>Sig.</i>	<i>Tolerance</i>	<i>VIF</i>
1	(Constant)	1.881	.900	.400	2,090	.039		
	Price	.371	.084	.273	4,397	.000	.363	2,751
	Location	.321	.097	.258	3,326	.001	.447	2,239
	Promotion	.267	.095		2,819	.006	.360	2,776

a. Dependent Variable: Consumer Purchase Interest

From the table above, the following regression equation is obtained:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

$$Y = 1.881 + 0.371 X1 + 0.321 X2 + 0.267 X3$$

This regression equation can be explained as follows:

- a is a constant value of 1.881, meaning that if the values of X1, X2, and X3 remain unchanged, the constant value of Y remains 1.881.
- Price (X1) has a regression coefficient value of 0.371. A positive coefficient means that when the price variable (X1) increases, consumer purchasing interest (Y) will also increase by 0.371.
- Location (X2) has a regression coefficient value of 0.321. A positive coefficient means that if the location (X2) increases, consumer purchasing interest (Y) will increase by 0.321.
- Promotion (X3) has a regression coefficient value of 0.267. A positive coefficient means that if promotion (X3) increases, consumer purchasing interest (Y) will increase by 0.267.

4.7 Hypothesis Testing

T-Test (Partial Test)

The t-test is used to examine the partial effect of independent variables, specifically price, location, and promotion, on the dependent variable, which is consumer purchasing interest. The following are the results of the t-test:

Table 8. Partial t Test

<i>Coefficients^a</i>						
<i>Model</i>	<i>Coefficients</i>	<i>Coefficients</i>	<i>t</i>	<i>Sig.</i>	<i>tTolerance</i>	<i>vVIF</i>
	<i>sStd.</i>					
1(Constant)	1.881	.900	2,090	.039		
Price	.371	.084	.400 4,397	.000	.363	2,751
Location	.321	.097	.273 3,326	.001	.447	2,239
Promotion	.267	.095	.258 2,819	.006	.360	2,776

a. Dependent Variable: Consumer Interest

The t-test results show that an independent variable has an effect if the t-count is greater than the t-table. To determine the t-table with a significance level of $\alpha/2 = 0.05$ and a degree of freedom of $N-k-1$, which is $100 - 3 - 1 = 96$, we obtain 1.985 in the t-table. The conclusion can be described as follows:

- The t-count obtained for the price variable (X1) is 4.397. Because the t-count is greater than the t-table, namely $4.397 > 1.985$, and the significance value is $0.000 < 0.05$, this means that there is a significant effect between price and consumer purchasing interest.
- The t-value obtained for the location variable (X2) is 3.326. Because the t-value is greater than the t-table value, namely $3.326 > 1.985$, and the significance value is $0.001 < 0.05$, this means that there is a significant effect of Location on Consumer Purchase Interest.
- The t-value obtained for the variable/promotion (X3) is 2.819. Because the t-value is greater than the t-table, namely $2.819 > 1.985$, and the significance value is $0.006 < 0.05$, this means that there is a significant effect between Promotion and Consumer Purchase Interest.

4.8 Determination Test (R^2)

This test is used to see the magnitude of the influence of independent variables on dependent variables, which are generally expressed in the form of numbers or percentages.

Table 9. Determination Test (R^2)

<i>Model Summary^b</i>					
<i>Model</i>	<i>R</i>	<i>R</i>	<i>Adjusted</i>	<i>error of</i>	<i>the estimate</i>
1	.843 ^a	.711	.702		1.693

a. Predictors (Constant), Price Location,

b. Dependent Variable: Purchase Decision

According to the results obtained, the R value is 0.843, which means that the variables Price (X1), Location (X2), and Promotion (X3) are mutually related to Consumer Purchase Interest (Y) by 84.3%. The R Square value is 0.711 or 71.1%, meaning that 71.1% of the Consumer Purchase Interest (Y) factor at Zack & Nad Cafe can be influenced by Price (X1), Location (X2), and Promotion (X3). Meanwhile, the remaining 28.9% is influenced by other variables not included in this study.

5 Discussion

The Effect of Price on Consumer Purchase Interest. The results show that price has a significant effect on consumer purchase interest, as evidenced by a significance value of 0.000, which is less than 0.05, indicating a positive correlation between the two variables. Empirical studies show that price has a significant effect on consumer purchase interest. Thus, it can be concluded that the cheaper the price offered, the greater the likelihood of buyers purchasing. Consumers want to obtain quality that suits their needs, one of which is a reasonable price. If the price set by the manufacturer is affordable for all levels of society, then people will be more interested in buying from that *coffee shop*[2].

This is in line with the prices offered by Zack & Nad Cafe, ranging from IDR 10,000 to IDR 25,000 for both drinks and food. This shows that the pricing strategy implemented by Zack & Nad Cafe has succeeded in convincing customers that the prices offered by Zack & Nad Cafe are reasonable and that there are discounts, which make customers interested in shopping at Zack & Nad Cafe. The strong influence of price on consumer purchasing interest is supported by research conducted by [3], which states that price has a positive influence on consumer purchasing interest.

The Influence of Location on Consumer Purchase Interest. The results of the study show that location has a significant effect on consumer purchasing interest, as evidenced by a significance value of 0.001, which is less than 0.05, indicating a positive correlation between the two variables. The effect of location on purchasing interest in *coffee shops* can compete with other cafes if the cafe is in a strategic location, making it more attractive to consumers even if it offers the same products. Consumers prefer strategic locations[22]. The more strategic the business location, the faster its growth and the more consumers are interested in acquiring it.

There is a lot of empirical evidence proving that location is closely related to consumer purchasing interest. One such study conducted by [4] shows significant results. This is in line with the location of Zack & Nad Café, which provides a range of facilities, including Wi-Fi, ample parking, *indoor* and *rooftop space*. As a result, Zack & Nad Café has successfully chosen a location strategy in the city center or near an intersection, making it easily visible to customers.

The Influence of Promotion on Consumer Purchase Interest. The results of the study show that promotion affects consumer purchasing interest, as indicated by a significance value of 0.006, which is less than 0.05. Thus, it can be said that promotion has a positive effect on both variables. Promotion can be carried out by providing *cashback* in the form of money or goods to consumers if the product is damaged in

terms of quality or taste. Sellers can also give coupons that can be raffled off to consumers who frequently make purchases in certain amounts. Promotions can be given by sharing information and offering discounts, free shipping, or other attractive *rewards*, making consumers more interested in buying. This is similar to the research conducted by [6], which shows positive and significant results between promotions and consumer purchasing interest.

Another piece of empirical evidence that supports the close relationship between promotions and customer purchasing interest is that many businesses use promotions to get a bigger and faster response from buyers; thus, marketers must understand the goals, preferences, and shopping impressions of their target audience [2]. In this study, Zack & Nad Café successfully implemented a marketing strategy involving promotions conducted via social media platforms like Instagram and TikTok as promotional tools and strategic marketing partners. Zack and Nad Café also provide partnerships through *online driver* apps, such as Grab, which plays a role in offering discounts and delivery services.

6 Conclusion

The price variable has a positive and significant impact on the consumer purchase interest variable of Zack & Nad Café. More favorable prices increase the likelihood of consumer purchase interest; if producers set reasonable prices for all segments of society, consumers will be more inclined to make purchases.

The location variable has a positive and substantial effect on the consumer purchase interest variable at Zack & Nad Café. A café can compete with other cafés if its location is strategic and attracts consumer interest.

The promotion variable significantly and positively affects consumer purchasing interest at Zack & Nad Café. Promotions spread information about products and price offers that attract customers' interest in ongoing promotions. Marketing products through social media can have a positive impact on consumer purchasing decisions at Zack & Nad Café.

Recommendations. The recommendation that Zack & Nad Café can implement to improve and develop further is to follow up and pay attention to factors related to price and promotion, as these two perspectives or factors are considered to influence buyers' interest in choosing a café. For Zack & Nad Café management, they can add new locations or facilities, such as places of worship, provide a variety of menus, and organize *events*, such as music performances or *live music* by certain bands, with the aim of attracting consumer interest through promotional strategies.

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