

## The Effect of Service Quality and Price on Purchasing Decisions at Cafe Lapinea Lembang, West Bandung Regency

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**Abstract:** This study aims to determine and analyze the effect of Service Quality and Price on Purchasing Decisions at Cafe Lapinea Lembang, West Bandung Regency, both partially and simultaneously. The research is motivated by issues of inconsistent service, inefficient operational systems, facility quality, price fairness, and intensifying competition among cafes in the Lembang area. This study employs a quantitative, explanatory research approach. The sample consisted of 100 respondents determined using the Slovin formula with accidental sampling, collected through a Likert-scale questionnaire, observation, and interviews. The data were analyzed using multiple linear regression with SPSS. The results show that Service Quality has a positive and significant effect on Purchasing Decisions (t-count 11.972; Sig. 0.000), Price partially has a positive and significant effect on Purchasing Decisions (t-count 10.279; Sig. 0.000), and Service Quality and Price simultaneously have a positive and significant effect on Purchasing Decisions (F-count 77.776; Sig. 0.000), contribution 60.8% (Adjusted R Square). The study recommends that Cafe Lapinea Lembang's management improve staff responsiveness, facility cleanliness, menu-serving reliability, and price consistency and transparency to sustainably drive consumer purchasing decisions.

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### Introduction

The culinary industry, particularly the cafe business, is experiencing rapid growth in Indonesia, including in the Lembang tourist area of West Bandung Regency. This growth has driven increasingly fierce competition among businesses, including Cafe Lapinea Lembang, located in Cikole Village, Lembang District. Amid this competition, service quality and pricing policies are two crucial factors determining consumer purchasing decisions.

Based on initial observations and consumer reviews on online platforms, several problems were identified at Cafe Lapinea Lembang, including: (1) inconsistent service that is not yet optimal, especially in terms of cleanliness and speed of service when there are many or few visitors; (2) a QR code-based



digital ordering system that is not yet running efficiently because it still requires reconfirmation with the cashier; (3) the condition of physical facilities such as WiFi, outdoor seating, and parking capacity which are still recurring complaints; (4) discrepancies between prices on the menu board and the bill received by consumers; and (5) the intensity of competition in the cafe business in the Lembang area which has more than doubled in the last five years.

Based on the description, this research is formulated to answer: (1) what are the conditions of Service Quality, Price, and Purchasing Decisions at Cafe Lapinea Lembang; (2) how does Service Quality influence Purchasing Decisions; (3) how does Price influence Purchasing Decisions; and (4) how does Service Quality and Price influence simultaneously on Purchasing Decisions at Cafe Lapinea Lembang. The purpose of this research is to find out and analyze these four things, with theoretical benefits as a contribution to the development of marketing management science and practical benefits as input for Cafe Lapinea Lembang management in improving consumer purchasing decisions.

## **Literature Review and Hypothesis**

### **Quality of Service**

Service quality is defined as the effort to fulfill customer needs and desires and the accuracy of delivery to meet customer expectations (Tjiptono & Chandra, 2022). This study uses the SERVQUAL model by Parasuraman, Zeithaml, and Berry with five dimensions: reliability, responsiveness, assurance, empathy, and tangibles.

### **Price**

Price is the amount of value that consumers exchange for the benefits of owning or using a product or service (Sudaryono, 2021). The price indicators in this study refer to Tjiptono (2023), including affordability, price-to-quality ratio, price competitiveness, and price suitability.

### **Buying decision**

A purchasing decision is the final step in a series of stages consumers go through in determining which product or service to purchase (Priansa, 2022). This study uses five dimensions of purchasing decisions according to Kotler and Keller (2016): need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

## **Framework for Thought and Hypothesis**

Based on theoretical studies and previous research, service quality and price are suspected to influence purchasing decisions, both partially and simultaneously. The hypotheses proposed in this study are as follows:

H1: Service Quality has a positive and significant partial effect on Purchasing Decisions at Cafe Lapinea Lembang.

H2: Price has a positive and significant partial effect on purchasing decisions at Cafe Lapinea Lembang.

H3: Service Quality and Price have a positive and significant simultaneous effect on Purchasing Decisions at Cafe Lapinea Lembang.

## **Research methods**

This study uses a quantitative approach with an explanatory research nature, which aims to explain the causal relationship between variables through hypothesis testing. The object of the study is Cafe Lapinea Lembang, located in Cikole Village, Lembang District, West Bandung Regency, with research subjects being consumers who have visited and made purchases at the cafe.

The study population is estimated at approximately 92,100 people based on data from Cafe Lapinea customer visits during the 2020-2025 period. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in a sample size of 100 respondents selected using accidental sampling. Data collection was conducted using a Likert-scale questionnaire with a range of 1-5 (strongly disagree to strongly agree), supported by direct observation and interviews.

The research variables consist of Service Quality (X1) and Price (X2) as independent variables, and Purchase Decision (Y) as dependent variable. The research instruments were tested for validity and reliability before use. Data were analyzed descriptively and verifiably, including classical assumption



tests (normality, multicollinearity, heteroscedasticity), multiple linear regression analysis, correlation analysis, coefficient of determination, and hypothesis testing through t-test (partial) and F-test (simultaneous) with the help of SPSS software.

## Results and Discussion

### Respondent Characteristics

Of the 100 respondents, the majority were aged 17-25 (62%), followed by those aged 26-35 (24%), and those aged 35 and above (12%). Based on income/pocket money, the majority of respondents were in the range of Rp1,500,000-Rp3,000,000 per month (39%), followed by those in the range of Rp3,000,000-Rp5,000,000 (32%). Based on visit frequency, the majority of respondents had visited 2-3 times (48%), indicating a fairly high proportion of repeat visitors.

### Results of Multiple Linear Regression Analysis

The test results produce a regression equation  $Y = 5.399 + 0.452X_1 + 0.269X_2$ . The regression coefficients of Service Quality (0.452) and Price (0.269) are positive, which means that an increase in both variables is consistently followed by an increase in Purchasing Decisions.

| Variables            | Coefficient (B) | t-count | Sig.  |
|----------------------|-----------------|---------|-------|
| Constant             | 5,399           | 2,443   | 0.016 |
| Service Quality (X1) | 0.452           | 4,953   | 0,000 |
| Price (X2)           | 0.269           | 2,358   | 0.020 |

*Table 1. Multiple Linear Regression Test Results*

### Coefficient of Determination

The R value of 0.785 indicates a strong relationship between Service Quality and Price together on Purchasing Decisions. The Adjusted R Square value of 0.608 indicates that 60.8% of the variation in Purchasing Decisions can be explained by these two variables, while the remaining 39.2% is explained by other variables outside this research model, such as location, promotion, and store atmosphere.

### Hypothesis Testing

The t-test results show that Service Quality has a t-count of 11.972 with a significance of 0.000 (<0.05), so H1 is accepted: Service Quality has a positive and significant partial effect on Purchasing Decisions. The Price variable has a t-count of 10.279 with a significance of 0.000 (<0.05), so H2 is accepted: Price has a positive and significant partial effect on Purchasing Decisions.

The results of the F test show an F-count value of 77.776 with a significance of 0.000 (<0.05), so H3 is accepted: Service Quality and Price simultaneously have a positive and significant effect on Purchasing Decisions at Cafe Lapinea Lembang.

## Discussion

The positive influence of service quality on purchasing decisions is consistent with Tjiptono and Chandra's (2022) view that high service quality creates perceived value for consumers, and aligns with the findings of Puspitasari and Nugroho (2021) and Maharani and Susanto (2025) in cafe businesses. These findings confirm that employee responsiveness, facility cleanliness, and menu presentation reliability, identified as initial problems, need to be prioritized for management improvement.

The positive influence of price on purchasing decisions aligns with Sudaryono (2021) and Tjiptono (2023) who stated that perceived fair prices will encourage purchasing decisions, and is consistent with Fauzi and Rahayu (2023) and Dzaky Naufal (2025). Given the identified price discrepancies between the menu board and the bill, these results emphasize the importance of price consistency and transparency.

Simultaneously, these results reinforce the view of Kotler, Keller, and Chernev (2022) that service quality and price complement each other in shaping consumer value perceptions, and align with the findings of Santoso and Fitriani (2024) in the context of a tourist cafe in West Java. Efforts to improve

purchasing decisions at Cafe Lapinea Lembang need to be implemented simultaneously across both service and pricing policies.

As displayed, it was found that the calculated *f* value produced 15.582 with a significance of 0.000, moving on to the *f* table at a significance level of 5% in *Df* found  $K = 2$ ,  $Df_2 = (30-2-1)$ , then the result is 3.35 in the sense that the calculated *f* value is further above than the *f* table. So the temporary assumption  $H_0$  is rejected, but  $H_1$  is accepted or has a significant effect.

## Conclusion

Service Quality has a positive and significant partial effect on Purchasing Decisions (*t*-count 11.972; Sig. 0.000). Price has a positive and significant partial effect on Purchasing Decisions (*t*-count 10.279; Sig. 0.000). Service Quality and Price simultaneously have a positive and significant effect on Purchasing Decisions (*F*-count 77.776; Sig. 0.000), with a contribution of 60.8%.

Cafe Lapinea Lembang management is advised to continue improving employee responsiveness, the cleanliness and comfort of the physical facilities, and the reliability of menu presentation. Furthermore, it is necessary to evaluate and standardize pricing policies, particularly the consistency between prices on the menu board and the bill received by consumers. Future researchers are advised to add other variables such as location, promotions, or store atmosphere to broaden the scope of the research model.

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