

**THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND ELECTRONIC  
WORD OF MOUTH ON THE PURCHASE DECISION OF KOPI TUKU IN  
SURABAYA CITY, MERR BRANCH ON KOPI SUSU TETANGGA  
CONSUMERS**

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**Abstract**

This study aims to analyze the influence of Product Quality, Price and Electronic Word of Mouth on Purchasing Decisions of Kopi Susu Tetangga Toko Kopi Tuku Merr branch, Surabaya. Coffee is not just a drink but has become a lifestyle of Indonesian people in their daily lives. The selection of coffee products is inseparable from the quality of the product, price and ewom of the product which influences people's purchasing decisions. The type of research used in this study is associative research with quantitative methods. The sampling technique used is probability sampling with the slovin sampling method. The data in this study are primary data and secondary data. Primary data was obtained from questionnaires filled out by respondents, while secondary data came from sources relevant to the topic. The results of this study indicate that product quality has a significant effect on purchasing decisions, price has a significant effect on purchasing decisions, and E-WOM has a significant effect on purchasing decisions. Not only that, simultaneously the three variables have a significant effect on purchasing decisions. Therefore, this study emphasizes the importance of the role of product quality, price, and E-WOM in product marketing strategies in order to strengthen consumer purchasing decisions.

**Keywords:** Product Quality, Price, Electronic Word of Mouth (E-WOM), and Purchase Decision

## INTRODUCTION

Coffee is one of several major global commodities in global trade. Based on data from Databoks by (Nabilah Muhamad, 2023), Indonesia is the third largest coffee producer with a coffee production of 11.8 million bags in 2022-2023. Meanwhile, the domestic coffee consumption rate is 379,655 thousand tons. The increase in coffee production in Indonesia is also accompanied by the increase in coffee shops, especially local coffee businesses with 10,000 coffee shops in Indonesia and continues to grow every year (Data from the Ministry of Trade of the Republic of Indonesia, 2022). Over time, coffee is not just a drink but has become a lifestyle for people, especially for teenagers in Indonesia and they have an intensity of consuming coffee every day (Sari et al., 2023). Therefore, many people choose coffee shops as their favorite place to gather, study, meet, work, or just relax and enjoy their free time. This can be seen from the number of coffee shops or coffee stalls in every corner of the city or even in rural areas, which is the impact of the increasing public interest in buying coffee (Lenteralega et al., 2024).

One of the local coffee shops from Indonesia is Kopi Tuku. Kopi Tuku is a local coffee shop that was established in 2015 by Andanu Prasetyo in Bandung, West Java and now has 62 coffee shop branches in Indonesia. The philosophy of the word "Tuku" itself comes from Javanese which means "Buying" (Meisye & Muhmin, 2023). This shop is a pioneer or coffee shop that started the "es coffee milk" trend until it exists and is in demand by many coffee lovers today. Kopi Tuku's most popular drink is "Es Kopi Susu Tetangga" which is made from a combination of coffee, ice, milk, cream and palm sugar. In fact, Kopi Tuku has their own coffee beans. Kopi Tuku also has a unique quality of service because it has a service style like considering its consumers as their own neighbors with great friendliness and homies until they have the hashtag #TetanggaTuku (Meisye & Muhmin, 2023). One of the Kopi Tuku outlets in Surabaya is Tuku Cabang Merr, Rungkut, Surabaya. Tuku is located at Jalan Dr. Ir. H. Soekarno No. 340, Rungkut, Surabaya (Right at the BP Merr gas station). This Tuku Coffee Shop is located in a location with varied consumer segmentation and productive age because it is in a busy area, culinary area and close to offices and universities, namely UPNV Jatim, UINSA Campus, ITS and STIKOM Surabaya.

In a purchasing decision, several things can be considered, such as product quality. The coffee products offered must be of high quality and in accordance with consumer expectations. Not only that, product quality includes several aspects, namely taste, product variants and sustainability systems (Nofrialdi et al. in Maulana & Hadita, 2024). The Kopi Tuku product itself has premium quality with a distinctive taste in the product "Es Kopi Susu Tetangga" because their palm sugar coffee milk is a pioneer or product that started the trend of palm sugar coffee milk in Indonesia so that its quality cannot be denied. They use their own coffee beans with a composition of milk, cream and palm sugar to create a legit, authentic and creamy palm sugar coffee milk taste (Andriany, D & Arda, M, 2024). Therefore, Kopi Tuku has an advantage in terms of product quality from palm sugar coffee milk products from its competitors.

Another factor in purchasing decisions is price. If the price of the consumer product that has been purchased can provide results that meet expectations, it can form customer satisfaction. Coffee that has a price that matches consumer expectations can be a consideration in purchasing decisions regardless of whether the price is expensive or cheap. Kopi Tuku's products themselves have quite affordable rates and compete with the prices of

its competitors, which are around IDR 23,000 - IDR 40,000 for coffee and non-coffee products. In terms of food, Tuku has food prices ranging from IDR 10,000 - IDR 20,000, different for each food. With the specialty of Tuku products that have existed for a long time and are the beginning of the "es coffee milk" trend, it can be said that the price is quite affordable and almost similar to its competitors' coffee products, so this is a plus point in influencing consumer purchasing decisions (Fitriani et al., 2024).

The rapid development of the internet today, people use the internet to support their daily lives. Like the exchange of information from word of mouth of consumers to other consumers which used to be done directly is now made easier by the internet through social media. Instagram is one of the platforms for sharing or searching for information packaged in the form of visual audio content with a global user reach (Feroza & Misnawati, 2020). EWOM from comments on Kopi Tuku posts on Instagram social media shows that consumers are satisfied with the brand's coffee products. From this satisfaction, they give positive comments so that they can attract potential consumers to try it.

However, there is a finding that Kopi Tuku is not included in the top 5 favorite coffee shops of Indonesians. Based on a survey from GoodStats in October 2024, a survey was conducted on 1,000 segmented Gen Z respondents throughout Indonesia, the results showed that 40% of respondents chose Kopi Kenangan as their favorite shop and followed by Fore at 33% and Starbucks with 30%. Kopi Tuku only gets 18% while the fact that Tuku is a pioneer or the beginning of the trend of "es kopi susu" with the signature coffee product "Kopi Susu Tetangga" which consists of coffee, milk, cream and palm sugar. Therefore, in terms of product quality, Tuku is quite superior and they have also been established since 2015 with affordable prices and are widely discussed on the internet in the form of positive reviews that have a positive effect on purchasing interest, especially Instagram @tokokopituku (Meisye, S.P & Muhmin, A.H, 2023).

Therefore, the researcher aims to explore the influence of product quality, price and e-wom on purchasing decisions of Kopi Tuku in Surabaya City. The researcher will examine the relationship between these variables and the results of the study are expected to provide new knowledge on the development of strategies to improve the coffee shop industry in Indonesia.

## REVIEW OF LITERATURE

### Product Quality

Therefore, the researcher aims to explore the influence of product quality, price and e-commerce on purchasing decisions of Kopi Tuku in Surabaya City. The researcher will examine the relationship between these variables and the results of the study are expected to provide new knowledge on the development of strategies to improve the coffee shop industry in Indonesia.

There are eight indicators in product quality (Risnawati & Rojuaniah, 2021), namely: performance which is the standard of the main function of the product, features, namely the ability to fulfill its basic benefits, conformity to specifications, product durability, reliability, service capabilities, both suggestions and complaints, aesthetics of product packaging, and quality perceived by consumers according to the product.

### Price

According to Kotler & Keller in (Pramurdjito et al., 2023) stated that the definition of price is the money that must be spent by consumers to feel the function of a product.

According to Wantara & Tambrin in (Risnawati & Rojuaniah, 2021) explains the definition of price is a number of assessments, both large and small, in a currency that can then be exchanged by someone such as a consumer who uses money to obtain a product or service. Another opinion from another expert, namely Tjipto in (Risnawati & Rojuaniah, 2021) said the definition of price is one of several marketing mixes that can provide income to the company.

According to (Risnawati & Rojuaniah, 2021), there are four indicators of price variables, namely: product price affordability where the company determines the rates that consumers can afford for a product, price suitability with product quality, price competitiveness, and price suitability with benefits.

### **Electronic Word of Mouth**

According to Kotler in (Hidayat & Ariffin, 2023) explains that electronic word of mouth or EWOM is a company's marketing activity through word of mouth media, either verbally, in writing and visually on gadgets that use the internet based on the experience of a product or service. According to Priansa in (Risnawati & Rojuaniah, 2021) states that e-wom is one of several promotional patterns that are very efficient in reducing promotional costs to the company's distribution flow. With the existence of electronic word of mouth, it is easier for companies to influence consumers in terms of brand image, behavior and purchasing decisions. The opinion of another expert, namely Jeklin in (Meisye SP & Muhmin AH, 2023) explains that EWOM on social media, especially Instagram, has grown rapidly with this increase in fame, it can increase interaction between consumers into a new form of EWOM.

According to (Annisawati et al., 2023), there are several indicators in EWOM, namely: Intensity, which is the reliability of consumer reviews that are disseminated, the value of opinions, namely consumers trust more in comments from people who have bought the product, and content that contains information about the product.

### **Purchase Decision**

According to Kotler and Armstrong (Paundra et al., 2024), Purchasing Decisions are a process of consideration in making product purchases made by consumers. According to Schiffman and Kanuk (Hidayat & Ariffin, 2023), Purchasing Decisions are a process of consideration by humans in choosing products or services in two or more. According to Tjiptono (Meisye S.P & Muhmin A.H, 2023), Consumer Purchasing Decisions are a process in consumers starting from recognizing their problems or needs to looking for information related to the product and deciding to order it.

According to (Pramurdjito et al. 2023) there are five stages in consumer decision making in purchasing, namely: problem recognition (humans are aware of their needs), information search (humans look for brand options), alternative evaluation (providing several product options), purchasing decisions (choosing 1 of several options), and post-purchase behavior (Level of satisfaction with the product).

## **RESEARCH METHOD**

This study uses an associative quantitative approach to analyze the relationship between variables. It focuses on consumers of Kopi Tuku Merr branch who buy neighbor's coffee milk products at least once. From the Slovin formula with a known population, 100 respondents were obtained with a sampling technique, namely non-probability sampling. Primary data was obtained using an online questionnaire via Google Form and secondary

data came from research journals and trusted internet sources. The analysis used multiple linear regression including validity tests, reliability tests, and classical assumption tests such as normality tests, multicollinearity, heteroscedasticity, autocorrelation. For hypothesis testing, namely partial tests (t) and simultaneous tests (F).

## RESULTS AND DISCUSSION

### Validity Test

Validity testing is one way to calculate the accuracy of the research instrument to be used in a study to accurately describe the things measured in the research instrument (Sugiyono in Hakim et al., 2021). In validity testing, researchers set a significance level of 5% using SPSS with 100 respondents. A statement can be said to be valid if  $r$  is positive and  $r_{count} > r_{table}$  at a significance level of 0.05.

**Table 1**  
**Validity Test**

Variable	$R_{count}$	$R_{table}$	Description
X1.1	0,789	0,196	Valid
X1.2	0,769	0,196	Valid
X1.3	0,830	0,196	Valid
X1.4	0,858	0,196	Valid
X1.5	0,780	0,196	Valid
X1.6	0,836	0,196	Valid
X1.7	0,834	0,196	Valid
X1.8	0,809	0,196	Valid
X2.1	0,798	0,196	Valid
X2.2	0,857	0,196	Valid
X2.3	0,843	0,196	Valid
X2.4	0,808	0,196	Valid
X3.1	0,841	0,196	Valid
X3.2	0,862	0,196	Valid
X3.3	0,804	0,196	Valid
X1.1	0,621	0,196	Valid
X1.2	0,704	0,196	Valid
X1.3	0,704	0,196	Valid
X1.4	0,713	0,196	Valid
X1.5	0,761	0,196	Valid

Source: Data Processed with SPSS 31, 2025

From the table, it can be seen that the calculated  $r$  value from the validity test has a value greater than the  $r$  table value so that all indicators in the variables in this study are indicated as valid.

### Reliability Test

Reliability testing is a test conducted to test the accuracy (consistency) of a research instrument. In this study, the researcher used Cronbach's Alpha ( $\alpha$ ) with a value of 0.60 as the reliability assessment criterion so that if the Cronbach's Alpha value of the research variables is  $> 0.60$  then all of these variables are declared reliable.

**Table 2**  
**Reliability Test**

Variable	Cronbach's Alpha Minimum		Cronbach's Alpha	Description
Product Quality (X1)	0,6	<	0,927	Reliable
Price (X2)	0,6	<	0,845	Reliable
Electronic Word of Mouth (X3)	0,6	<	0,784	Reliable
Purchase Decision (Y)	0,6	<	0,738	Reliable

Source: Data Processed with SPSS 31, 2025

The table above shows that all variables in this study, namely product quality, price, E-WOM, and purchasing decisions are reliable because the Croncach alpha value is greater than 0.60.

### Multiple Linear Regression Analysis

The use of multiple linear regression analysis serves to measure the level of influence of independent variables, namely Product Quality (X1), Price (X2), and Electronic Word of Mouth (X3) on Purchasing Decisions (Y) as dependent variables.

**Table 3**  
**Multiple Linear Regression Test**

<i>Coefficients<sup>a</sup></i>					
<i>Model</i>	<i>Unstandardized B</i>	<i>Coefficients Std. Error</i>	<i>Standardized Coefficients Beta</i>	<i>t</i>	<i>Sig</i>
<i>(Constant)</i>	5.993	1.285		4.663	<,001
<i>Product Quality</i>	.172	.022	.525	7.881	<,001
<i>Price</i>	.250	.045	.368	5.541	<,001
<i>Electronic Word of Mouth</i>	.424	.057	.502	7.506	<,001
Dependent Variable: Y					

Source: Data Processed with SPSS 31, 2025

The multiple linear regression equation model used is:

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

$$Y = 5,993 + 0,172X_1 + 0,250X_2 + 0,424X_3$$

From the multiple linear regression equation, it shows that:

1. The coefficient value of Product Quality (X1) is 0.172, which indicates that every 1 variable of Product Quality that increases will affect the purchasing decision by 0.172, assuming that other variables remain constant. This variable has a t value of 7.881 with a significance level of  $p < 0.001$ , which indicates that the variable has a positive value and is statistically significant to consumer decisions in making purchases.
2. The coefficient value of Price (X2) is 0.250, which indicates that every 1 variable of Price that increases will affect the purchasing decision by 0.250, assuming that other variables remain constant. This variable has a t value of 5.541 with a significance level of  $p < 0.001$ , which indicates that the variable has a positive value and is statistically significant to consumer decisions in making purchases.

- The coefficient value of Electronic Word of Mouth (X3) is 0.424, which indicates that every 1 EWOM variable that increases will affect the purchasing decision by 0.424, assuming that other variables remain constant. This variable has a t value of 7.506 with a significance level of  $p < 0.001$ , which indicates that the variable has a positive value and is statistically significant to consumer decisions in making purchases.

**Determination Coefficient Test (R<sup>2</sup>)**

The coefficient of determination is an analysis that functions to test the magnitude of the contribution of the independent (free) variable to the dependent (bound) variable (Yam & Taufik, 2021). The coefficient of determination has a value between 0 and 1. The closer the R2 value is to 1, the better the regression model fits the data because it increasingly shows the magnitude of the influence of variable X explaining variable Y. The opposite applies, if the R2 value is getting closer to 0 (smaller) then the influence of variable X on variable Y is getting smaller.

<i>Model Summary<sup>b</sup></i>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.762 <sup>a</sup>	.580	.567	1.183	2.008
a. Predictors: X1,X2,X3					
b. Dependent Variable: Y					

Source: Data Processed with SPSS 31, 2025

Based on the data above, it shows that R square is 0.580. This shows that 58% of variables X1, X2, and X3 have a contribution to variable Y and the remaining 42% is influenced by variables other than X1, X2, and X3. The variables Product Quality, Price, and EWOM have an influence of 58% on Purchasing Decisions while the remaining 42% is influenced by other variables.

**Simultaneous Test (F Test)**

The F test is a regression equation test that aims to identify whether the independent variables have a significant simultaneous influence on the dependent variable (Ghozali in Yam & Taufik, 2021). In this study, the F test is intended to determine whether Product Quality (X1), Price (X2) and Electronic Word of Mouth (X3) have a simultaneous influence on Purchasing Decisions (Y) with the help of SPSS.

<i>ANOVA<sup>a</sup></i>						
Model		Sum of Squares	df	Mean Square	f	Sig.
1	Regression	185.936	3	61.979	44.263	<.001 <sup>b</sup>
	Residual	134.424	96	1.400		
	Total	320.360	99			
a. Dependent Variable: Y						
b. Predictors: (constant), X3,X2,X1						

Source: Data Processed with SPSS 31, 2025

In the F test (simultaneous) it shows that if it has an effect, namely the sig value <0.05 and F count> F table. The picture above shows that the sig value is 0.001 then 0.001 <0.05 indicates that all variables simultaneously have an effect. In the data F count> F table, the F table of this study is 2.7 then F count> F table is 44, 263> 2.7 indicating that variables X1, X2, and X3 simultaneously have a significant effect on purchasing decisions.

This is in line with the simultaneous hypothesis, namely Product Quality, Price and Electronic Word of Mouth have a significant effect simultaneously on Purchasing Decisions at Kopi Tuku Surabaya.

**Partial Test (t Test)**

The t-test or partial test is a test that functions to identify the influence of independent variables (Product Quality, Price and Electronic Word of Mouth) partially on the dependent variable (Purchase Decision) (Yam & Taufik, 2021). Partially influential if the sig value <0.05 and t count> t table.

<i>Coefficients<sup>a</sup></i>					
<i>Model</i>	<i>Unstandardized B</i>	<i>Coefficients Std. Error</i>	<i>Standardized Coefficients Beta</i>	<i>t</i>	<i>Sig</i>
<i>(Constant)</i>	5.993	1.285		4.663	<,001
<i>Product Quality</i>	.172	.022	.525	7.881	<,001
<i>Price</i>	.250	.045	.368	5.541	<,001
<i>Electronic Word of Mouth</i>	.424	.057	.502	7.506	<,001
Dependent Variable: Y					

Source: Data Processed with SPSS 31, 2025

From the data above, it can be concluded:

1. Hypothesis Testing 2  
 Hypothesis test of Product Quality (X1) on Purchasing Decision (Y). Based on the results of SPSS calculations, it shows that the t-value is 7.881 > 1.984 (t table) has a positive value with a significance of 0.001 <0.05. Therefore, it is known that Product Quality has a positive and significant influence on purchasing decisions.
2. Hypothesis Testing 3  
 Hypothesis test of Price (X2) on Purchasing Decision (Y). Based on the SPSS results, the calculated t value of the Hypothesis Test of Price (X2) on Purchasing Decision (Y) is shown. Based on the SPSS calculation results, the calculated t value is 5.541 > 1.984 (t table) with a positive value with a significance of 0.001 <0.05. Therefore, it is known that Price has a positive and significant influence on purchasing decisions.
3. Hypothesis Testing 4  
 Hypothesis test of Electronic Word of Mouth (X3) on Purchasing Decision (Y). Based on the SPSS results, the calculated t value of the Electronic Word of Mouth (X3) hypothesis test on Purchasing Decision (Y). Based on the SPSS calculation results, the calculated t value is 7.506 > 1.984 (t table) with a positive value with a significance of 0.001 <0.05. Therefore, it is known that Electronic Word of Mouth has a positive and significant influence on purchasing decisions.

**The Influence of Product Quality, Price and Electronic Word of Mouth on Purchasing Decisions**

The results of the hypothesis proof show simultaneously using the F test in this study shows that the variables Product Quality (X1), Price (X2), and Electronic Word of Mouth (X3) have a significant simultaneous effect on Purchasing Decisions (Y). In terms of product quality, Kopi Tuku's signature product has premium quality with a distinctive taste, namely creamy and authentic. The use of beans in Kopi Tuku products uses their own

beans which are 100% made by local Indonesian farmers so that the taste has a distinctive character compared to competitors. Not only that, Kopi Susu Tetangga is known as a pioneer or pioneer who popularized iced coffee milk in Indonesia in 2015 and is known as iced coffee milk with palm sugar which has a creamier taste compared to competitors' iced coffee milk with palm sugar. Neighbor's Milk Coffee is also Kopi Tuku's best-selling product, as evidenced by the sales data from E-Commerce (Tokopedia) Toko Kopi Tuku Official.

With the quality of the products owned by Kopi Tuku, they price their products relatively affordable and can compete with competitors' prices but with better product quality. Kopi Susu Tetangga owned by Tuku is priced at IDR 23,000 while its competitors such as Fore Coffee and Janji Jiwa for similar products are priced at around IDR 24,000. Kopi Tuku has the advantage in terms of cheaper prices compared to competitors by presenting good quality (they are pioneers of iced coffee milk in Indonesia). Therefore, consumers will tend to choose Kopi Tuku products over its competitors.

In terms of Electronic Word of Mouth, Kopi Tuku has an Instagram social media account, namely @tokokopituku with 198 thousand followers. EWOM from Kopi Tuku itself is mostly done by consumers who have bought its products by giving comments on every Kopi Tuku post where they are satisfied with Kopi Tuku products and persuasive comments so that people who see these comments are interested in trying Kopi Susu products, especially Kopi Susu Tetangga. Not only that, many Tuku coffee consumers create social media content about Kopi Susu Tetangga, which they say has a distinctive taste because it is creamier than its competitors' products at an affordable and competitive price.

This is in line with the opinion of (Kencanawati et al., 2023) regarding product quality as the standardization of products or services measured based on competence in realizing consumer needs so that consumer expectations of product quality influence purchasing decisions. Price also influences purchasing decisions for Kopi Tuku at an affordable price to get one of the best products in the sector. This is supported by the existence of electronic word of mouth which is an assessment of consumer experience when using a brand's products or services which then informs others through testimonials/reviews on social media or content about the product (Maghrifoh in Pramurdjito et al., 2023). Therefore, consumers who have purchased Kopi Susu Tetangga products from the Kopi Tuku shop will provide testimonials on social media or content to inform others.

### **The Influence of Product Quality on Purchasing Decisions**

The results of partial hypothesis proof by applying the t-test produced an explanation regarding the Product Quality variable (X1) having a positive and significant partial effect on the Purchase Decision (Y). Kopi Tuku's product itself has premium quality with a distinctive taste in the product "Iced Coffee Milk Tetangga" because their palm sugar coffee milk is a pioneer or product that started the trend of palm sugar coffee milk in Indonesia so that its quality cannot be denied. They use their own coffee beans that are 100% from local farmers with a composition of milk, cream and palm sugar to create a legit, authentic and creamy palm sugar coffee milk taste. Many Kopi Tuku consumers buy their products because they believe in the quality of Kopi Tuku products due to the fact that they are pioneers who popularized iced coffee milk with palm sugar in Indonesia and the

characteristic creamy taste of Kopi Susu Tetangga which makes consumers choose Kopi Tuku over its competitors.

Kopi Tuku also has several coffee and food menus. Kopi Tuku not only has Kopi Susu Tetangga products but there are many more. In the type of coffee milk, Tuku has products namely Kopi Susu Tetangga (coffee milk with palm sugar), KST Nabati (oatmilk based), mini KST (small glass), Latte (coffee and milk), Cappuccino, Caramel, and Mocha which are priced around Rp14,000 - Rp34,000. In the type of black coffee, Tuku has products namely Espresso, Kopi Hitam Tetangga, Long Black, Morning Filter, Afternoon Filter, and Cold Drip Santai (Remon) which are priced around Rp12,000 - Rp30,000. Not only that, Kopi Tuku also has non-coffee drinks and snacks. In the non-coffee type, Tuku has products such as Chocolate, Earl Grey Milk Tea, Go Es, Teh Remon, Teh Jawa, and SKMJ for the price itself ranging from IDR 20,000 - IDR 30,000. In its food menu, Tuku has Tukudapan which is Donut Kampoeng, Croffle Sugar Mix, Risoles, Roti Panda, Roti Misis and Choco Chip Cookies which range from IDR 7,000 - IDR 15,000.

This proves that product quality is a crucial factor that functions as an assessment of a product or brand. Business actors must pay attention and be careful in maintaining product quality in order to attract consumers to try their products. A product or brand that is of good quality, people will want to buy it. The results of this study are in line with research from (Yunita, A & Fadhillah, I, 2024) which explains that product quality influences purchasing decisions positively and significantly.

#### **The Influence of Price on Purchasing Decisions**

The results of the partial hypothesis analysis using the t-test in this study indicate that the Price variable (X2) partially influences the Purchase Decision (Y) with a positive and significant impact. The price of Tuku's Kopi Susu Tetangga product is relatively affordable, which is IDR 23,000, while its competitors such as Fore Coffee and Janji Jiwa for similar products are priced at around IDR 24,000. From this price, it can be seen that Kopi Tuku has a competitive price with good product quality so that many consumers choose Kopi Tuku products over its competitors.

Kopi Tuku's products themselves have quite affordable rates and compete with the prices of its competitors, which are around IDR 23,000 - IDR 40,000 for coffee and non-coffee products. In terms of food, Tuku has food prices ranging from IDR 10,000 - IDR 20,000, which are different for each food. With the specialty of Tuku products that have existed for a long time and are the beginning of the "es kopi susu gula palm" trend, it can be said that the price is quite affordable and almost similar to its competitors' coffee products, so this is a plus point in influencing consumer purchasing decisions.

This evidence is in line with previous research from (Dwiyanti A.Y & Ariffiansyah R, 2023) regarding the price variable influencing purchasing decisions. Price is one of several consumer evaluations of a product's purchasing decision, so business actors must pay attention to the price that is commensurate with the quality or satisfaction when consumers buy it. This is also explained by (Risnawati & Rojuaniah, 2021) which proves that price has been proven to influence purchasing decisions positively and significantly.

#### **The Influence of Electronic Word of Mouth on Purchasing Decisions**

The results of partial hypothesis testing using the t-test show that the Electronic Word of Mouth (X3) variable influences consumer purchasing decisions (Y) partially, positively and significantly. Kopi Tuku is often the talk of the internet community or netizens who create visual and text content on social media with the context that they are

satisfied with Kopi Tuku products, both in terms of product quality, price, service quality and experience when buying their products. This Electronic Word of Mouth can be a promotional media for Kopi Tuku in attracting other potential consumers or even increasing consumer confidence to buy it again, such as as a form of justification for statements because many agree. Consumers who are satisfied with Kopi Tuku products will tend to tell others by giving positive comments that are persuasive that they like Tuku products, especially Kopi Susu Tetangga because it has a creamy taste compared to competitors and an affordable price of around IDR 23,000 so that these comments can arouse interest in people who have never bought Kopi Tuku products to try it.

The explanation above is in accordance with previous research from (Hidayat & Ariffin, 2023) which proves the influence of electronic word of mouth on purchasing decisions positively and significantly. Satisfied consumers will leave positive comments on social media to content about the Kopi Tuku ice product, especially the Tetangga Milk Coffee ice, thus influencing the purchasing decision process of prospective consumers (the more positive reviews, the greater the purchasing decision at Kopi Tuku).

## CONCLUSION

The results of this study prove that there is a significant simultaneous influence of the variables Product Quality, Price, and Electronic Word of Mouth on the Purchase Decision of Kopi Susu Tetangga Kopi Tuku Merr branch, Surabaya City. The quality of Kopi Tuku's products, especially Kopi Susu Tetangga, is their signature menu which cannot be denied because it is one of the pioneers or pioneers who popularized iced coffee milk with palm sugar in Indonesia which has been around since 2015. Therefore, consumers often put Kopi Tuku on the first pillar in their minds when they want to buy iced coffee milk with palm sugar because of the good quality of the product with Tuku's own beans which are 100% Indonesian and milk and palm sugar made from premium ingredients so that they produce a legit and authentic taste.

This study also concluded that price plays a positive and significant role partially in the decision to purchase a product. This is in line because the money spent by consumers is expected to meet their expectations. Especially if the price of the product is affordable but has superior quality so that people do not hesitate and immediately buy the product. Electronic Word of Mouth in this study also plays a positive and significant role partially on the Purchase Decision of Kopi Susu Tetangga products owned by Kopi Tuku. With the development of an increasingly sophisticated era, many people dig up information first about the products they want to buy. Consumers who have bought KST products will provide positive reviews on social media where the information spreads and arouses curiosity in the general public to prove whether the reviews are true and also influences potential consumers to prioritize the product over competitors regarding their coffee needs. Content that talks about Kopi Tuku also does not escape from spreading information related to Tuku which can influence people's purchasing decisions.

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