

Consumer Behavior in Coffee Angkringan: Analyzing the Roles of Price, Location, and Service Quality in Medan City

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Abstract

The development of technology and changes in the lifestyles of Millennials and Generation Z have driven an increase in coffee consumption culture, making coffee angkringan businesses have significant market potential as spaces for consumption as well as social interaction. However, not all businesses are able to attract consumer interest, therefore this study aims to analyze the effect of price, location, and service quality on purchasing decisions for coffee angkringan in Medan City. This study uses a quantitative approach with multiple linear regression analysis. The sampling technique employed is accidental sampling with 134 respondents. The results show that simultaneously, price, location, and service quality have a positive and significant effect on purchasing decisions. Partially, price has a positive and significant effect on purchasing decisions, location has a positive and significant effect on purchasing decisions, and service quality also has a positive and significant effect on purchasing decisions for coffee angkringan in Medan City.

Keywords: *Price; Location; Service Quality; Purchasing Decision*

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INTRODUCTION

Technological advancements and lifestyle transformations among millennials and Generation Z have engendered novel trends in consumption behavior, social connections, and daily activities, including inside the workplace (Liliana Dewi, 2022). One new trend is the coffee-drinking culture, which has now become a part of the lives of young people (Wan, 2023). A lot of companies have taken advantage of this trend by bringing back the idea of angkringan as a place to hang out or relax, but in a modern fashion that doesn't lose its traditional values and traits (Purwadi, 2021).

Angkringan is distinctive since it only serves certain sorts of food, like nasi kucing, fried dishes, and satay, as well as simple drinks like black coffee and hot tea (Radita, 2023). The way they look and how they are presented is pretty much the same at all angkringan, even though they are run by different vendors (Nguyen, 2022). People usually think of angkringan as a typical Javanese food company that uses pushcarts and sells food and drinks at night (Kim, 2021).

Angkringan is a part of Indonesian culture that is both a place to eat and a place to meet people. As it grows, angkringan has expanded to many big cities in Indonesia, such as Medan. The rise of many angkringan coffee shops in the area shows that there is a lot of potential for the market. Also, choosing strategic locations and using diverse marketing tactics makes business owners want to open angkringan with different themes, which can eventually affect what customers buy (Salqaura & Nasib, 2026). Some angkringan enterprises use more modern ideas, however not all angkringan can get people to buy from them (Nofriza, 2022).

The fact that more and more angkringan coffee shops are opening in Medan shows that there is a big market possibility. But not all angkringan enterprises can get the most clients. This is seen from the fact that angkringans have different amounts of visitors, even though they are comparable in location and price. This shows that price and location aren't the only things that affect what people buy. Other things, including the quality of service, can also play a role.

Price, location, and service quality are major elements that affect how people decide what to buy. This is corroborated by several other studies, including research (Farello Josua Massie et al., 2024) indicating that price and location affect purchasing decisions, whereas service quality does not. Also, (Lee, 2022) showed that how people see the price of a product has a big effect on their buying decisions, while how good the service is and where it is have a small effect but nevertheless have an effect at the same time.

Nonetheless, prior studies have indicated discrepancies or contradictions, especially about the partial impact of each condition on purchasing decisions. Additionally, the majority of research concentrates on contemporary culinary enterprises, including cafes and restaurants, but studies pertaining to traditional culinary establishments, such as angkringan (traditional food booths), especially in Medan, remain few. This study aims to offer both practical insights for business proprietors and theoretical advancements to enhance the marketing literature within the informal cooking industry. It can help you understand the marketing aspects that have the biggest impact on what people buy and provide you ideas for better marketing tactics for angkringan coffee shops in a market that is getting more competitive.

METHODOLOGY

This study uses a quantitative approach with numerical data to analyze the relationship between variables. The population in this study were consumers who have purchased coffee from angkringan (angkringan coffee shop) in Medan City. The sample was taken using an accidental sampling technique, which is a sample determination based on chance, where respondents who meet the researcher and are deemed to meet the criteria can be sampled. The determination of the sample size is based on the number of indicators for each variable. The total indicators are 13 (9 for variable X and 4 for variable Y), with a guideline of five to ten respondents per indicator. Thus, the minimum sample size required is 65 respondents and the maximum is 130 respondents. In this study, the sample size set is 130 respondents. The Likert scale was utilized to assess respondents' attitudes, views, and perceptions. We utilized multivariate linear regression analysis to find out how independent variables affected the dependent variable. We utilized the coefficient of determination to see how well the model could explain changes in the dependent variable.

RESULTS AND DISCUSSION

Classical Assumption Test

Normality Test

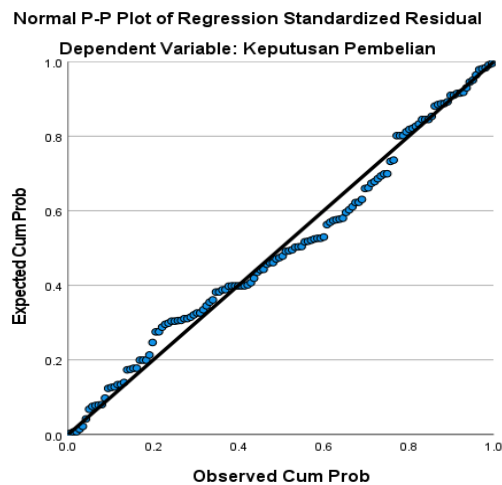


Figure 1. Results of Data Normality Test

The normality test findings on the P-P plot reveal that the data points are spread out along a diagonal line. This means that the variables being evaluated are normally distributed. This condition satisfies the normalcy assumption necessary for regression analysis, hence preserving the integrity of the analysis results. In conclusion, the data do not considerably stray from a normal distribution, permitting the continued application of parametric approaches.

Multicollinearity Test

Table 1. Multicollinearity Test Results

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	x1	,773	1,293
	x2	,692	1,444
	x3	,704	1,420

a. Dependent Variable: y

The model doesn't have any multicollinearity problems because all of the independent variables have a Tolerance value higher than 0.10 and a VIF lower than 10. This makes sure that the independent variables are not too closely associated, which makes the regression model more valid and makes sure that the analysis results are reliable for making accurate conclusions.

Heteroscedasticity Test

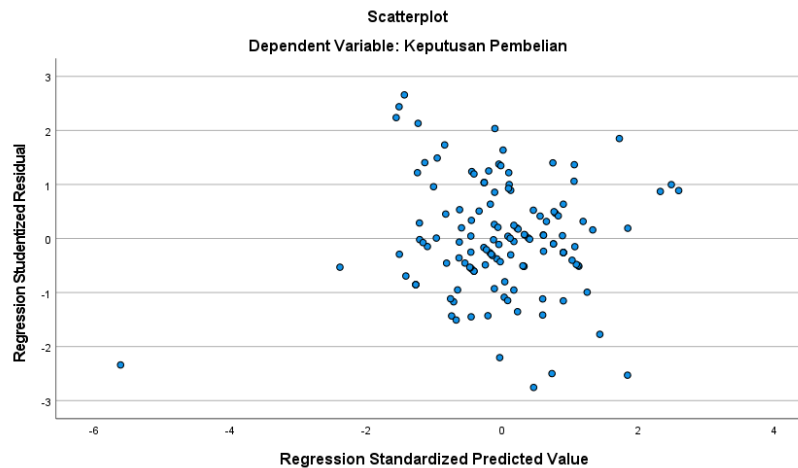


Figure 2. Results of Heteroscedasticity Test

The image above indicates that the regression model doesn't show any symptoms of heteroscedasticity because the distribution of residual points looks random and the same across the range of predicted values. This means that the residual variance stays the same, which is the primary premise of regression for making accurate estimations.

Multiple Linear Regression Analysis

Table 1. Results of Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.803	2.345		3.755	<,001
	Harga	.537	.097	.371	5.549	<,001
	Lokasi	.292	.106	.195	2.754	.007
	Kualitas Pelayanan	.507	.097	.365	5.210	<,001

a. Dependent Variable: Keputusan Pembelian

The equation $Y = 8.803 + 0.537x_1 + 0.292x_2 + 0.507x_3$ comes from multiple linear regression analysis. It indicates that Price, Location, and Service Quality all have a big effect on Purchasing Decisions. When all three factors are held constant, the Purchasing Decision is equal to 8.803. The Price coefficient of 0.537 means that for every one unit increase in Price, the Purchasing Decision will also go up by 0.537. This is statistically significant at 0.001. With a significance of 0.007, the Location coefficient of 0.292 shows that a one-unit increase in Location will lead to a 0.292 rise in the Purchasing Decision. Lastly, the Service Quality coefficient of 0.507 shows that if Service Quality goes up by one unit, the Purchasing Decision will also go up by 0.507.

Coefficient of Determination (R²)

Table 2. Test Results (R²) Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742 ^a	.550	.540	3.37856

a. Predictors: (Constant), Kualitas Pelayanan, Harga, Lokasi

The R-Square value is 0.550, as you can see in the Model Summary table above. This number shows that Price, Location, and Service Quality all have a 55% effect on purchasing decisions at the same time. The other 45% (100% - 55%) is due to things like advertising, discounts, promotions, and other things.

F Test

Table 3 F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1815.477	3	605.159	53.016	<.001 ^b
	Residual	1483.904	130	11.415		
	Total	3299.381	133			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Pelayanan, Harga, Lokasi

The F-test findings gave us an F-count value of 53.016, which is higher than the F-table value of 2.67. This means that the price, location, and quality of service all have a beneficial effect on the decision to buy Angkringan Coffee in Medan City. The significance value is also 0.001, which is less than 0.05. This means that the factors Price, Location, and Service Quality all have a significant effect on the Purchase Decision of Angkringan Coffee in Medan City at the same time.

t-Test

Table 4. t-Test Results

Variable	t Count	Sig.
Price (X1)	5.549	0.001
Location (X2)	2.754	0.007
Service Quality (X3)	5.210	0.001

Table 4 shows that the t-test results show that the price variable (X1) has a t-count of 5.549 and a significance value of 0.001, the location variable (X2) has a t-count of 2.754 and a significance value of 0.007, and the service quality variable (X3) has a t-count of 5.210 and a significance value of 0.001. All of these values are greater than the t-table and less than 0.05. This means that these three factors have a big and beneficial effect on the choice to buy coffee at angkringan in Medan City. Price, location, and the quality of service are all essential factors that affect whether or not people buy something.

The Influence of Price on Purchasing Decisions

The t-test results indicate that the significance value of the Price variable substantially influences the decision to purchase coffee at angkringan in Medan City. The results of this study align with research conducted by (Umam et al., 2022)(Girsang & Purba, 2025)(Tobing et al., 2021), which indicated that price exerts a favorable and significant influence on purchasing decisions, as customers are inclined to acquire things at costs deemed commensurate with the quality and benefits received (Pratiwi et al., 2021). Price is a key factor in deciding what to buy. The price must match the

quality of the service and product so that customers are happy with their choices (Manurung et al., 2025).

The managerial implications of this study underscore the significance of a suitable pricing strategy in shaping purchasing decisions at coffee shops in Medan. Prices that are in line with the quality of the goods and services will make customers happier, which will then lead to more purchases. So, managers need to make sure that the rates they offer are fair for the value customers get, while still keeping the quality of the products and services high. Using a price strategy that is competitive and fits the market segment will make your product more appealing in a market that is becoming more diverse. Promotions that focus on finding a balance between price and quality can also be a good way to get people to buy without lowering the worth of the product. Regularly checking and changing prices is also important to make sure they are in line with changes in the market and the needs of customers.

The Influence of Location on Purchasing Decisions

The findings from the research hypothesis testing demonstrate that location significantly affects the decision to buy coffee at angkringan in Medan City. The results of this study corroborate the research undertaken by (Nurbayan et al., 2025)(Purnama Sari et al., 2025)(Amelia et al., 2025), which indicates that a strategically located and easily accessible firm enhances consumer convenience, hence facilitating increased purchasing decisions. A good location can make it easy for customers to decide to buy anything (Noviana, 2025). Picking the right place, like the city center, where people can readily get to by car, will help you get people to buy things (Nurhidayah et al., 2025).

The managerial implications of this study underscore the need of choosing a strategic company location to facilitate purchasing decisions for coffee shops in Medan. Strategic and easy-to-reach places, such downtown or popular regions, will make it easier for customers to go to and buy. Managers should think about how easy it is for customers to get to a business when choosing a site. The appropriate location can bring in more customers and boost sales. Also, choosing a location that meets the demands of customers, like being close to public transportation or areas where people can meet, can make the product more appealing and keep customers coming back.

The Influence of Service Quality on Purchasing Decisions

The results of the data analysis demonstrate that service quality significantly influences purchase decisions at coffee booths in Medan City. The results of this study align with other research conducted by (Dewi et al., 2025)(Hou et al., 2024)(Sari et al., 2023), which indicated that high service quality enhances client comfort and happiness, hence positively influencing purchasing decisions. This indicates that service quality exerts a favorable and considerable influence on consumer purchasing decisions (Salsabillah, 2022). Service quality is how well a business meets client expectations and makes them happy (Salqaura & Nasib, 2025). Friendliness, quickness, and precision are all parts of service quality (Azman et al., 2026). Customers get a good impression from good service quality, which can lead to repeat purchases (Nasib et al., 2026).

The management implications of our findings affirm that high-quality service is a crucial factor affecting purchasing decisions at coffee booths in Medan. Managers need to make sure that every part of the service, from friendliness to speed to

correctness, always meets or surpasses what customers anticipate. Better service can help build a good business image, which will make people feel good and urge them to buy and buy again. To make sure that every customer has a good experience, personnel must have a lot of training in how to communicate and provide good service. To stay ahead of the competition and keep customers coming back, managers should also set up a mechanism for getting feedback to find ways to improve.

The Influence of Price, Location, and Service Quality

Based on the results of data analysis, this study demonstrates that price, location, and service quality significantly impact purchasing decisions for coffee stalls in Medan City. The findings of this study corroborate prior research indicating that pricing aligned with product quality and advantages significantly impacts consumer choices (Kim, 2021)(Liliana Dewi, 2022)(Sundari et al., 2021). Prices that are fair make people want to buy things. Also, places that are easy to get to make it easier for customers (Nasib et al., 2023). Also, high service quality, including being kind, quick, and accurate, might affect how happy customers are and if they buy something (Nurhidayah et al., 2025). So, low pricing, good locations, and great service all have a big impact on what people buy (Khairumi et al., 2025).

As a manager, you should know that coffee shop managers in Medan need to think about three important things that affect customers' buying decisions: price, location, and service quality. Setting prices that match quality and what customers expect, choosing a strategic and easy-to-reach location, and making service better by focusing on friendliness and efficiency can all make customers happier and encourage them to buy again. Also, it's important to regularly evaluate these criteria, keeping in mind changes in the market and what customers want, to stay competitive and build client loyalty.

CONCLUSION

This study showed that the price, location, and quality of service all had a big and favorable effect on people's decisions to buy coffee from stalls in Medan City, both separately and together. The data shows that pricing has the biggest effect on buying decisions, followed by location and service quality. The R Square score of 0.550 means that these three variables may explain 55% of buying decisions. The other 45% is affected by things that are not part of this study model.

For coffee stall proprietors, it's important to make sure that the pricing matches the quality of the coffee, since price is the most important thing that affects whether or not someone buys something. Also, picking a strategic site that is easy to get to, safe, and comfortable for customers is quite important for getting more customers. It's just as important to manage service quality by making sure that customers get courteous, quick, and accurate service. This will make them happier and encourage them to buy from you again.

This study is constrained by its concentration on merely three primary variables price, location, and service quality while neglecting additional aspects that could affect purchasing decisions. This study did not examine factors such as promotion, brand image, and product quality; hence, the potential impact of these variables on purchasing decisions remains indeterminate.

Future research should incorporate more pertinent variables, like promotion, brand image, and product quality, that may affect purchasing decisions at coffee

stands. Additionally, employing a more varied research methodology, such as qualitative or mixed approaches, could yield more profound findings. Increasing the number and variety of respondents will help make the research results more valid and applicable to varied places and situations.

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