

The Effect of Service Quality and Social Media Marketing on The Purchase Decision in Roemah Coffee

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Abstract

Business developments that are happening at this time make a lot of competition in doing business increasingly tight between companies, one of which is the café business. Intense competition among business people requires business people to provide the best for their customers in order to increase purchasing decisions for a company. This study aims to determine the effect of product quality and social media marketing on purchasing decisions at Roemah Kesambi Coffee. The sample in this study was 96 people using incidental sampling. The data analysis method used is multiple regression analysis. The results of the partial research (t test) show that the product quality variable has a significant effect on purchasing decisions.

Keywords: Product quality, social media marketing, purchase decision

INTRODUCTION

The coffee processing industry is increasingly prospective (Ministry of Industry 2019). Business development in the field of food and beverages began to stand out with the emergence of SMEs that are very rapidly growing such as various types of restaurants, cafes, and so on. This is because Indonesia is the fourth largest coffee-producing country in the world. Coffee products from Indonesia are much loved and become the main attraction for foreign tourists visiting Indonesia.

The development of the coffee trade has now turned into a coffee shop and café. Indonesian National Companies must be able to compete with multinational coffee shops/cafes. In an increasingly dynamic market, entrepreneurs need to constantly improvise and innovate to retain their customers. Of course, this is a business of all kinds, both in the convection sector to the food and beverage sector, and must have the advantages of each characteristic that can attract consumers.

Cafe or coffee shop in modern times has become one of the places that has grown in recent years. The development of people's lifestyles and the diversity of consumer needs for something, followed by the creativity and willingness of café makers to provide and meet customer needs and to meet the community, make it easier for consumers to find a place to relax in the form of a shop or café.

The phenomenon of the mushrooming of the café business also occurs in West Java, where West Java is the province with the highest number of restaurants or cafes in Indonesia. Based on data from the Central Statistics Agency (BPS), the total number of restaurants/cafes in West Java reached +13,034 units in 2019.

Based on RadarCirebon.com June 27, 2022. Recently, especially in the city of Cirebon, a number of cafes are increasingly prevalent. In fact, almost every street has a café. But of course, it is a highlight for the Cirebon City Sports, Culture and Tourism Youth Office. According to the Head of Tourism and Plt. Head of Sports Youth Affairs, Wandi Sofyan revealed, that Cirebon City has around 300 more cafes, but those that are recorded and have tourism business licenses are only 150 cafes.

Of course, this must be in accordance with applicable rules to be in accordance with the applicable rules for establishing a business. Because every business must have a license. Cafes are no exception, mainly in accordance with applicable regulations so that they are in accordance with the regulations set by local government and calm in running their business. In accordance with the Principal Duties and Functions of DKOKP, especially through the tourism sector in Cirebon City, it encourages tourism business actors to take business licenses properly. In accordance with the rules and types of business carried out, so that the business climate in Cirebon City can be conducive and in accordance with applicable regulations. The author presents the number of shops/cafes in each sub-district in Cirebon City.

According to survey data from the Central Bureau of Statistics of Cirebon City in 2022, there are 620 cafes spread across 5 districts, of which Harjamukti District has the highest number of cafes in Cirebon City. Regarding the café itself, there are many kinds that not only serve coffee but provide a variety of diverse foods. Either new food or food that has been around for a long time but has a new taste or looks innovative. Currently, the café business is one of the business ventures that are in great demand by business people. The increasingly modern lifestyle can create attractive competition for café business people, where the best become market winners with several conditions that must be met by companies to succeed in a café person gain, namely by continuing to try to retain and attract new customers by continuing to improve product quality and Social Media Marketing for consumers.

In the current era of globalization, many shifts in marketing strategies are directed towards consumers, because consumers are the most important factor for business development. Without consumers, the company will not be able to carry out business activities. Purchasing decisions must be considered by the company because they greatly impact sales, if

consumers are satisfied with the goods or services offered and the services provided by the company then it will have a good impact and consumers will make purchases again. So that this will provide benefits for the company. And vice versa, if consumers are dissatisfied with the services provided by the company then consumers will switch to competing companies which will have a bad impact on the company. Advances in technology, information, and knowledge and triggered by the development of the world economy and the era of globalization, resulting in many new business industries in the food industry in Indonesia.

Coffee is one of the most popular drinks. From ancient times to the present, coffee drinks are very much in demand and favored not only among the elderly but also among young people. Coffee connoisseurs in Indonesia are increasingly in demand. This is marked by the increasing number of café businesses throughout Indonesia.

There are four cafes in Kesambi that are served with different concepts. It can be seen that Roemah Kesambi Coffee café has an interesting concept compared to some other cafes with the concept of Classic House which most of the cafes are in the form of old houses that give a comfortable impression. With the increasingly fierce competition between similar companies requires actors to compete by innovating the products they sell, so that the needs and desires of consumers can be met. Roemah Kesambi Coffee is a café that provides services and physical products in the form of food and beverages with the main menu of various types of coffee that are familiar to the residents of Cirebon City.

It can be concluded that sales of Roemah Kesambi Coffee products from January to December were only sold as many as 4500 cups per month, lower than the previous year. Based on the results of interviews with roemah kesambi coffee owners, the problem that caused the decline in the number of coffees sold in 2022 is due to the large number of new coffee shops present in the city of Cirebon, and the products sold at Roemah Kesambi Coffee alone the lack of innovation causes consumers to get bored, because this causes consumers not to make purchases at Roemah Kesambi Coffee.

This causes the café's profits to decrease. Purchasing decisions at Roemah Kesambi Coffee have recently been relatively low, therefore Roemah Kesambi Coffee still has to continue to improve purchasing decisions through product quality variables and social media marketing.

Kotler and Armstrong (2019: 166) stated that the consumer purchase decision process consists of five stages, namely those carried out by a consumer before arriving at a purchase decision and then after purchase. This shows that the buying process carried out by consumers begins long before the purchase is made and has consequences after the purchase is made.

Explaining the purchase decision is a stage in the purchase decision-making process to is one of the benchmarks of success for the company to attract consumers, relevant stimuli are needed for purchasing decisions. Therefore, researchers are interested in conducting research on Roemah Kesambi Coffee through Product Quality and Social Media Marketing which is expected to improve Purchasing Decisions at Roemah Kesambi Coffee.

The first consideration is Product Quality, anything that can be offered to the market to get attention, bought, used, or consumed that can satisfy a desire or need. Conceptually, the product is the subjective understanding of the producer of something that can be offered as an effort to achieve organizational goals through meeting consumer needs and activities, in accordance with the competence and capacity of the organization and market purchasing power. In addition to products, it can also be defined as consumer perceptions described by producers through their production. Products are considered important by consumers and are used as the basis for purchasing decisions. According to Kotler & Armstrong, (2001: 346).

The second consideration is Social Media Marketing, by offering products through social media will certainly make the product spread quickly, because now people will not be far away from social media and those who previously did not know will know. So Social Media Marketing must be maximized in order to improve purchasing decisions. This is in line with

research conducted by Anisa Rinda Rahmawati (2021) entitled The Influence of Social Media Marketing and Word of Mouth on Consumer Purchasing Decisions J.CO donuts and coffee in Samarinda City which states that social media marketing has a significant effect on purchasing decisions.

Based on this background, it can be used as a reference for researchers to research with the hope that Roemah Kesambi Coffee can develop sustainably. With the increasing number of competitors in the Coffee business, it is expected that Roemah Kesambi Coffee will pay more attention to Product Quality and Social Media Marketing carried out. Based on the phenomenon described above, the author is encouraged to conduct further research with the title "The Influence of Product Quality and Social Media Marketing on Purchasing Decisions at Roemah Kesambi Coffee.

Literature Review

Product Quality according to Kotler and Armstrong in Daga Rosnaini (2018:37) is "the characteristics of a product or service that bear on its ability to satisfy stated or implied customer need" which means Product Quality is a characteristic of products and services that support its ability to satisfy consumer needs. According to Hermawan (2019: 36) Said that: "Products are everything that can be offered to the market to satisfy a need and desire".

According to Kotler & Armstrong (2012) in Ibrahim & Thawi (2019: 176) defines that: "Product quality is the ability to perform product functions, such as overall durability, constraints, accuracy, ease of use, product repair ability, and other product attributes". Some of the definitions above concluded by the author that product quality is a physical condition, nature, and function of products, be they goods or services, based on the level of quality that is adjusted, with durability, reliability, and ease of use, compliance, improvement and other components made to meet consumer satisfaction and needs.

Social Media Marketing according to Gunelius (2011) in (Priansa, 2017) states that: "Social Media is publishing Online and the communication tools, sites, and purposes of Web 2.0 rooted in conversation, engagement, and participation." according to Priansa (2017:364) is: "Social marketing has a primary focus on consumers learning about what consumers want and need rather than trying to persuade them to buy the goods produced." Some of the definitions above can conclude that Social media marketing is a use of social technology in the form of media, which is used to communicate, convey, and offer the value of an organization to consumers.

Purchasing decisions According to Schiffman and Kanuk in Indrasari, Meithina (2019:70)that: "A consumer's purchasing decision is a selection of two or more alternative options, in other words, alternative options must be available to a person when making a decision." According to Kotler and Armstrong in Indrasari (2019: 70) states that: "Consumer Purchase Decision consists of five stages carried out by a consumer before arriving at the purchase decision and then after purchase."

The two definitions above can be concluded that the purchase decision is a final decision that a consumer has to buy a good or service with certain considerations. Purchasing decisions made by consumers describe a product to consumers.

RESEARCH METHODS

The research method used in this study is quantitative. According to (Sugiyono, 2021) states that:

"Quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing hypotheses that have been tightened".

The type of research used in this study is associative. According to Sugiyono (2021: 65)

stated that: "Associative research is a formulation of research problems that ask the relationship between two or more variables".

The definition of research variables according to Sugiyono (2021: 67): "Research variables are everything in any form that is determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn".

Sugiyono (2021: 69) states that: "Independent variables are variables that affect or cause changes or arise dependent variables". In this study there are two independent variables, namely product quality (X1) and social media marketing (X2). According to Sugiyono (2021: 69) states: "The dependent variable is a variable that is influenced or that becomes a result, due to the existence of an independent variable".

In this study, the dependent variable is the purchase decision (Y). The measurement of variables in this study used by researchers is the Likert scale measurement. According to Sugiyono (2021:146). "Likert scales are used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena".

This regression analysis is used to predict how high the value of the dependent variable is the purchase decision, if the value of the independent variable, namely service quality and social media marketing, is changed. This analysis uses the following equation formula:

$$Y = a + b_1X_1 + b_2X_2$$

Source : Sugiyono (2021:258)

Information:

Y : Dependent variable (Purchase decision)

X1: Independent Variable (Product Quality)

X2: Independent Variables (Social Media Marketing)

a : Constant

b1: Standard Coefficient Regression of Product Quality Variables

b2: Standard Coefficient Regression of *Social Media Marketing* Variables.

RESULTS AND DISCUSSION

Roemah Kesambi Coffee located on Jalan Kesambi Baru Kota Cirebon has its own characteristics compared to other coffee shops, Roemah Kesambi Coffee provides a coffee concept with a home atmosphere. When it was established in 2017, I intended to use the corner of the house as a place where, my family and colleagues had coffee together because I am a coffee lover and then became Roemah Kesambi Coffee, said Roemah Kesambi Coffee Owner.

Dedy syahrul Kopi Roemah Kesambi is also the House of Creative Cirebon which is an interior design person and architect who created a comfortable atmosphere with its typical electric building, making Roemah Kesambi Coffee different from other coffee shops.

The owner of Kopi Roemah Kesambi admitted that coffee with a quiet and calm atmosphere was preferred, away from pollution and noisy public transportation to pass Lalang. The atmosphere is cool and equipped with bookshelves with interesting reading. The dominance of his book is about interior design and architects.

Owner of Kopi Roemah Kesambi said the place is also suitable for doing office assignments and school/college assignments. Because it has free Wi-Fi facilities and also a comfortable atmosphere so that you feel at home for a long time, and comfortable like at home.

Characteristics of Respondents

This research was conducted by distributing questionnaires to 96 respondents who were consumers at Roemah Kesambi Coffee. By identifying the characteristics of respondents in this study, researchers divided them into several categories including gender, age of respondents,

occupation, and frequency of visits. More about the description of respondent characteristics and analysis of the influence between respondents on the variables studied are summarized in this explanation:

Table 1. Characteristics of Respondents

Gender	Number of Respondents	Percentage
Man	40	41,7%
Woman	56	58,3%
Sum	96	100%
Age	Number of Respondents	Percentage
<20 Years	24	25,0%
20-25 Years	37	38,5%
26-35 Years	35	36,5%
>35 Years	0	0%
Sum	96	100%
Work	Number of Respondents	Percentage
Student	35	36,5%
Employee	40	41,7%
Entrepreneur/Business	15	15,6%
Lani-Lani	6	6,3%
Sum	96	100%
Frequency of Visits	Number of Respondents	Percentage
1 Time	25	26,0%
>1 Times	71	74,0%
Sum	96	100%

Based on the table of respondent characteristics above, it is explained that the respondents who were the object of this study consisted of men amounting to 40 people or 41.7% of the total number of respondents, while female respondents were 56 people or 58.3% of the total number of respondents. Based on these results, it can be concluded that more respondents who visit Roemah Kesambi Coffee are women compared to men. Because women tend to prefer to gather in a comfortable café while drinking coffee at the café, such as chatting with friends and colleagues. Most women like the coffee in Kopi Roemah Kesambi so they decide to buy it at Kopi Roemah Kesambi.

Based on the table above, shows that the respondents who were the object of this study consisted of 24 people aged <20 years or 25.0% of the total number of respondents, respondents aged 20-25 years as many as 37 people or 38.5% of a number of respondents, then respondents 26-35 years as many as 35 people or 36.5% of the total number of respondents, and respondents aged >35 years as many as 0 people or 0% of the total number of respondents. Based on these results, it can be concluded that respondents who visited Roemah Kesambi Coffee were dominated by respondents aged 20-25 years. In this age group, it is young people are the main target of Roemah Kesambi Coffee, because these young people are the ones who do more activities to gather at cafes with their friends and many young people often take the time to gather with colleagues or colleagues, even doing tasks at Roemah Kesambi Coffee. So young people aged 20-25 years who spend a lot of time drinking coffee relax with friends and make purchases at Roemah Kesambi Coffee.

Based on table 4.3 above, it shows that the objects in this study consist of 35 students or 36.5% of the total number of respondents, 40 employees or 41.7% of the number of respondents, entrepreneurs/businesses 15 people or 15.6% of a number of respondents, and other results of 6 people or 6.3% of a number of respondents. From these results, it can be concluded that most people who come to Roemah Kesambi Coffee are employees. Because these employees still like to gather with friends or colleagues, whether it's just gathering or meeting work together. Because most employees like a comfortable place to gather or do work while drinking coffee at Kopi

Roemah Kesambi. It is in great demand because of its good taste so many employees decide to purchase at Roemah Kesambi Coffee.

Based on the table above, it shows that respondents who visited as many as 1 time 25 people or 26.0% of the total number of respondents, >1 times 71 people or 74.0% of the total number of respondents. From these results, it can be concluded that most of the respondents at Kopi Roemah Kesambi have visited >1 time, because they often visit to buy Coffee at Kopi Roemah Kesambi.

Test Instruments

Instrument Test consists of two, namely validity test and reliability test. A valid instrument means that the measuring instrument used can capture data from the variables studied precisely.

The results of the validity and reliability test are as follows:

Table 2. Validity Test

Statement No.	r _{calculate}	r _{table}	Information
Product Quality (X1)			
X1.1	0,574	0.2006	Valid
X1.2	0,436	0.2006	Valid
X1.3	0,687	0.2006	Valid
X1.4	0,574	0.2006	Valid
X1.5	0,471	0.2006	Valid
X1.6	0,484	0.2006	Valid
X1.7	0,678	0.2006	Valid
X1.8	0,484	0.2006	Valid
X1.9	0,574	0.2006	Valid
X1.10	0,471	0.2006	Valid
X1.11	0,687	0.2006	Valid
X1.12	0,574	0.2006	Valid
X1.13	0,471	0.2006	Valid
X1.14	0,574	0.2006	Valid
X1.15	0,436	0.2006	Valid
X1.16	0,571	0.2006	Valid
Social Media Marketing (X2)			
X2.1	0,619	0,2006	Valid
X2.2	0,710	0,2006	Valid
X2.3	0,569	0,2006	Valid
X2.4	0,732	0,2006	Valid
X2.5	0,541	0,2006	Valid
X2.6	0,597	0,2006	Valid
X2.7	0,561	0,2006	Valid
X2.8	0,351	0,2006	Valid
X2.9	0,238	0,2006	Valid
Purchase Decision (Y)			
Y1.1	0,378	0,2006	Valid
Y1.2	0,548	0,2006	Valid
Y1.3	0,729	0,2006	Valid
Y1.4	0,658	0,2006	Valid
Y1.5	0,753	0,2006	Valid
Y1.6	0,654	0,2006	Valid
Y1.7	0,705	0,2006	Valid
Y1.8	0,700	0,2006	Valid
Y1.9	0,654	0,2006	Valid

Y1.10	0,705	0,2006	Valid
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Table 3. Reliability Tests

Variable Name	Cronbach's Alpha Value	Crisis Value	Conclusion
Product Quality (X1)	0,887	0,70	Reliable
Social Media Marketing (X2)	0,836	0,70	Reliable
Purchase Decision (Y)	0,897	0,70	Reliable

Classical Assumption Test

To obtain more accurate results in simple regression, it is necessary to test classical assumptions, there are several assumptions that must be met first, before using simple linear regression as a measuring tool to analyze the influence of the variables studied.

Classical assumption tests are used to test feasibility using regression models and the feasibility of independent (free) variables. The classical assumption test used consists of normality and multicollinearity tests whose results can be seen as follows:

Table 4. Normality Test

	Sig	Conclusion
Klomogorov-Smirnov	0,52	Normal Distributed

Table 5. Multicollinearity Test

Variable Name	Tolerance	VIF	Conclusion
Product Quality(X1)	0,928	1,077	No Symptoms
Social Media Marketing(X2)	0,928	1,077	No Symptoms

Regression Test

Multiple linear regression analysis test aims to make predictions or predictions about the magnitude of Y (dependent variable) based on X values (independent variable). To facilitate the application, the researcher presents these data in the form of tables as follows:

$$Y = 5.192 + 0.155 X_1 + 0.754 X_2$$

Product Quality and Social Media Marketing variables on Purchasing Decisions have a positive value so if Product Quality is in accordance with Consumer expectations and Social Media Marketing is carried out more actively, the creation of Purchasing Decisions by Consumers and Roemah Kesambi Coffee will experience an Increase in Sales.

Test the hypothesis

Based on the results of testing the research data that has been listed, that the data tested has shown valid and realistic data, normally distributed and free of multicollinearity. Then the data can be used to test hypotheses in research. To test hypotheses 1, 2 and 3 will be tested using multiple linear regression analysis.

Based on this explanation, hypotheses can be formulated in this study as follows:

H1 = allegedly Product Quality (X1) has a significant positive effect on Purchasing Decisions (Y) at Roemah Kesambi Coffee.

H2 = Allegedly Social Media Marketing (X2) has a significant positive effect on Purchasing Decisions (Y) at Roemah Kesambi Coffee

H3 = Suspected influence between Product Quality and Social Media Marketing on purchasing decisions at Roemah Kesambi Coffee.

The results of regression tests and hypotheses can be seen in the table as follows:

Table 6. Regression Tests

Variable name	β	Sig.	Conclusion
Contant	5,192	0,235	-
Product Quality(X1)	0,155	0,015	H1 Accepted
Social Media Marketing(X2)	0,754	0,000	H2 Accepted
Test F (Simulltan)		0,000	H3 Accepted
Coefficient of Determinant (Adj. R-Squared)		0,496	49,6%

Based on showing an Adjusted R square value of 0.496, it means that the percentage of influence of Product Quality and Social Media Marketing simultaneously on Purchasing Decisions is 49.6% and the remaining 50.4% of Purchase Decisions are influenced by other factors that are not studied.

Based on the results of the t (partial) test, it can be seen that the Product Quality variable has a calculated value of 2.468 while the ttable is 1.985, so that the tcalculate > table and significant value < the Level of Significance value ($0.025 < 0.055$), which means that H0 is rejected and H1 is accepted. Thus, Product Quality has a significant influence on purchasing decisions.

The results of the t test (partial), it can show that the Social Media Marketing variable has a calculated value of 8.456 while the ttable is 1.985, so the tcalculate > ttable and significant value < the Level of Significance value ($0.025 < 0.05$), which means H0 is rejected and H1 is accepted. Thus, Social Media Marketing has a significant influence on purchasing decisions.

obtained Fcalculate value of 47.803 > Ftable which is 3.09. With these results it can be concluded that Ha was accepted and Ho was rejected. This means that there is a significant influence between Product Quality and Social Media Marketing simultaneously on Purchasing Decisions.

Discussion

The discussion in the study uses two variables (independent), namely Product Quality and Social Media Marketing, the dependent variable (bound), namely purchasing decisions. The test results of each independent variable against the dependent variable can be analyzed as follows:

The Effect of Product Quality (X1) on Purchasing Decisions (Y)

Based on the results of research with obstacles to calculating the SPSS program version 25.0 for Windows. The calculated value was 2.468 while the ttable with degrees of freedom (df) = $96 - 2 = 94$ at a significant level of 0.05 (two-way test) was 1.985. Thus $2,468 > 1,985$. Thus $2,468 > 1,985$. So it can be concluded that thitung > ttable which means Product Quality partially has a significant influence on Purchasing Decisions at Roemah Kesambi Coffee. From the results of the first hypothesis test, the percentage level of Product Quality was partially influenced by 12.8% on purchasing decisions and the remaining 87.2% was influenced by other variables outside the object studied.

From the results of research on Product Quality variables show that the results of the study have a significant effect on purchasing decisions, so it can be explained that purchasing decisions at Roemah Kesambi Coffee are dominated by women aged 20-25 years from among employees. This shows that the role of product quality is very important to attract consumers to make purchases on Roemah Kesambi Coffee products. By consistently doing good product quality, it can influence consumers' choices to buy Roemah Kesambi Coffee products. The better Product Quality provided by Roemah Kesambi Coffee to Consumers, it will be able to improve Purchasing Decisions at the café.

This is also in line with research conducted by Alvina Rahma Anggraini (2020) entitled Product Quality, Brand Image and Price Perception on Purchasing Decisions (Study on

consumers of Lan Hati Lemper Coffee in Semarang City). With the results of his research show that Product Quality has a positive and significant effect on purchasing decisions.

This research is also in line with research conducted by M.fatihadi (2021) entitled the influence of Product Quality, Price and Location on Coffee Purchasing Decisions at Communal Coffee Shops. With the results of his research show that Product Quality has a positive and significant effect on Purchasing Decisions.

The Influence of Social Media Marketing (X2) on Purchasing Decisions (Y)

Based on the results of research with obstacles to calculating the SPSS program version 25.0 for Windows. The calculated value was 8.456 while the ttable with degree of freedom (df) = $96 - 2 = 94$ at a significant level of 0.05 (two-way test) was 1.985. Thus $8,456 > 1,985$. So it can be concluded that $t_{\text{calculate}} > t_{\text{table}}$ which means Social Media Marketing has an influence of 47.5% on Purchasing Decisions and the remaining 52.5% is influenced by variables outside the object studied. This means that Social Media Marketing has an influence in improving Purchasing Decisions.

From the results of the Social Media Marketing Variables research show that the results of the study have a significant effect on purchasing decisions, so it can be explained that purchasing decisions at Roemah Kesambi Coffee are dominated by women aged 20-25 years from among employees. This shows that the role of Social Media Marketing is very important to attract consumers to make purchases on Roemah Kesambi Coffee products. Consumers will still know about Roemah Kesambi Coffee products continuously promoted through social media, namely Instagram. The more active Social Media Marketing carried out through Instagram by Kopi Roemah Kesambi to consumers on social media, namely Instagram, it will be able to increase consumer Purchase Decisions to come back to Kopi Roemah Kesambi. With the increase in purchasing decisions by consumers, it will increase sales at Roemah Kesambi Coffee. Good Social Media Marketing will certainly influence consumers to provide a good assessment for Roemah Kesambi Coffee.

This is in line with previous research conducted by Annisa Rinda Rahmawati (2021) entitled The Influence of Social Media Marketing and Word of Mouth on Consumer Purchasing Decisions J.CO Donuts and Coffee City of Samarinda City with the results of her research showing that Social Media Marketing has a significant and positive effect on Purchasing Decisions.

This research is also in line with research conducted by Santi Piramita (2021) with the title Social Media Marketing influence and Quality of Service for Non-subsidized KPR Purchase Decisions with brand perception mediation (study on XYZ bank). The results of his research shows that Social Media Marketing has a positive and significant influence on purchasing decisions.

The Effect of Product Quality (X1) and Social Media Marketing (X2) on Purchasing Decisions (Y)

Based on the results of the F test (simultaneous) or known as the simultaneous test ANOVA Test to see how the influence of all independent variables together on the dependent variable. With the help of the calculation of the program SPSS version 25.0 for windows. Fcalculate value of 47.803 was obtained while Ftable with degree of freedom (df) = $96 - 3 = 93$ at a significant level of 0.05 (two-way test) was 3.09. Thus $47.803 > 3.09$. So it can be concluded that $F_{\text{hitung}} > F_{\text{tabel}}$ which means Product Quality and Social Media Marketing have a significant influence on Purchasing Decisions at Roemah Kesambi Coffee. From the results of the third hypothesis test, the percentage level of Product Quality and Social Media Marketing together has an influence of 49.6% on Purchasing Decisions and the remaining 50.4% is influenced by other variables outside the object studied.

The results of research from Product Quality and Social Media Marketing shows that the

results of the research have a significant effect on purchasing decisions. So it can be explained that the Purchase Decision at Roemah Kesambi Coffee is dominated by women aged 20-25 years from among employees. This shows that product quality and Social Media Marketing are able to influence purchasing decisions at Roemah Kesambi Coffee.

At the same time, Roemah Kesambi Coffee can provide good Product Quality by doing an attractive form of presentation and good taste understanding what consumers need being more active in doing Social Media Marketing through Instagram, and being able to understand what messages are needed by customers on Instagram. So that it will have an impact on consumers buying products at Roemah Kesambi Coffee, which means it can increase sales at Roemah Kesambi Coffee. Usually consumers will compare performance or perceived results with their expectations or compare with cafes and cafes that have been visited. Consumers decide to return to visit if consumers feel satisfied with the products provided. So with the Quality of the Products provided in accordance with consumer expectations, consumers will feel satisfied with the products provided, then if the Social Media Marketing carried out by Roemah Kesambi Coffee through Instagram is improved again, more people will know about Roemah Kesambi Coffee products, so that it will increase sales at Roemah Kesambi Coffee.

This is in line with previous research conducted by Sakti Riana Fatmaningrum (2020) entitled The Influence of Product Quality and brand image on Frestea Beverage Purchasing Decisions with the results of her research showing that product quality has a significant and positive effect on Purchasing Decisions.

This research is also in line with research conducted by Santi Piramita (2021) with the title Social Media Marketing Influence and Quality of Service for Non-subsidized KPR Purchase Decisions with brand perception mediation (study on XYZ bank). With the results of his research shows that Social Media Marketing has a positive and significant influence on purchasing decisions.

CONCLUSIONS

Based on the results of data analysis from the results of research on 96 respondents at Kopi Roemah Kesambi related to the influence of quality Products and Social Media Marketing on Purchasing Decisions, Researchers can draw the following conclusions:

The Product Quality variable has a significant effect on the Purchasing Decision at Roemah Kesambi Coffee, and the amount of contribution of the influence of the Product Quality variable on the Purchase Decision is 12.8% and the remaining 87.2% is influenced by other variables that are not studied.

The Social Media Marketing variable partially has a significant effect on the Purchase Decision at Roemah Kesambi Coffee, and the magnitude of the contribution of the influence of the Social Media Marketing variable on the Purchase Decision is 47.5% and the remaining 52.5% is influenced by other variables that are not studied.

Product Quality and Social Media Marketing variables simultaneously have a significant effect on Purchasing Decisions at Roemah Kesambi Coffee and the magnitude of the influence of product quality variables and Social Media Marketing on Purchasing Decisions is 49.6% and the remaining 50.4%, influenced by other variables that are not studied.

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