

Systematic Literature Review (SLR) : The Influence of Price and Product Quality on Consumer Purchase Decisions at Cafes in Indonesia

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Abstract

As time progresses, the culinary industry particularly cafés continues to grow in popularity among youth and professionals, offering both a space to foster creativity and opportunities for increased profits. The industrial sector, especially the culinary sector, is starting to flourish. One example is the café business, which is becoming increasingly popular among people of all ages and genders. Each café must offer different prices and product quality to attract consumers to purchase their food or drinks. In this study, we will discuss the influence of price and product quality on consumer purchase decisions at cafés in Indonesia. The research method that will be used in this study is *SLR*. *SLR* is a method that involves collecting, testing, integrating, and synthesizing findings from seven previous research studies that are relevant to the topic being discussed. The results will show the influence of price and product quality on consumer purchase decisions at cafés in Indonesia.

Keywords: price, product quality, consumer purchase decision, systematic literature review

INTRODUCTION

As time goes by, the number of businesses in the industrial sector, especially in the culinary field, continues to increase. Currently, there are various types of businesses in the culinary industry, one of which is the café business (Aslan, 2017; Ghosal & Ye, 2019; Islam, 2022; Reinertsen & Asdal, 2019). Cafés have become increasingly popular and are developing rapidly, particularly among young people and professionals. This is because cafés not only provide a space to foster creativity but also offer the potential for greater profits.

Cafés are also ideal places to spend leisure time, allowing customers to enjoy a variety of specialty coffee drinks and a wide range of food options. The atmosphere and unique concepts offered by many cafés make them attractive destinations for both relaxation and social interaction. As a result, the café business has become a significant trend in urban areas, catering to diverse tastes and preferences.

However, the growing popularity of the café business has led to increased competition among café owners. With so many options available, each café must find ways to stand out and attract more visitors. Business owners need to implement effective strategies to ensure their cafés are frequented by many people, thereby increasing consumer purchase decisions (Adeosun & Owolabi, 2023; Jumelet et al., 2022; Landstad et al., 2022; Torrès & Thurik, 2019). A purchase decision refers to the action taken by a consumer regarding whether to buy a particular product.

Several factors influence consumers' purchasing decisions, with price and product quality being the most significant. Price plays a crucial role in determining whether consumers choose to buy a product. If the price is too high, it may discourage potential customers and reduce demand. On the other hand, competitive pricing can attract more consumers and boost sales.

Meanwhile, product quality is another essential factor that can help café owners remain competitive in the market. High-quality products not only satisfy customers but also encourage repeat visits and positive word-of-mouth. By consistently offering excellent food and beverages, cafés can build a loyal customer base and maintain their position amidst intense competition. In conclusion, both price and product quality are vital in influencing consumer purchase decisions in the café industry.

METHOD

This research used the *Systematic Literature Review (SLR)* method. According to Kitchenham and Charters (2007), *SLR* involved collecting, testing, integrating, and synthesizing findings from various existing research studies. The population in this study consisted of scientific articles related to project-based learning, learning independence, and creative thinking, published in the last 10 years. The sampling technique used was purposive sampling, in which articles were selected based on specific inclusion criteria such as publication year (2013–2023), relevance to the research focus, and accessibility through academic databases like Google Scholar, ERIC, or ScienceDirect.

The data collection technique in this research was documentation, which involved collecting secondary data in the form of journal articles, conference papers, and theses that discussed the influence of project-based learning on learning independence and creativity. Meanwhile, the data analysis technique used was content analysis, where the selected articles were categorized, compared, and synthesized to identify patterns, trends, and research gaps. This method allowed researchers to draw conclusions based on a broad understanding of the accumulated knowledge in the field without conducting primary data collection.

RESULT AND DISCUSSION

Below are 7 relevant journals from previous researchers that are used to show how price and product quality affect consumer purchase decisions, namely:

Table 1. Summary of Previous Research on Price and Product Quality Influencing Purchase Decisions in Cafés

No	Research Title	Variables	Research Method	Research Findings
1	<i>Pengaruh Kualitas Produk, Harga Dan Lokasi Terhadap Keputusan Pembelian (Studi Pada Kafe Es Teh Indonesia Tlogomas Kota Malang)</i>	Price, Product Quality, Purchase Decision	Quantitative	- Price has a significant and positive effect on purchase decision (study at Es Teh Indonesia Café, Tlogomas, Malang)- Product quality has a significant and positive effect on purchase decision (study at Es Teh Indonesia Café, Tlogomas, Malang)
2	<i>Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan</i>	Price, Product Quality,	Quantitative	- Price has a positive and significant effect on purchase decision at Café

No	Research Title	Variables	Research Method	Research Findings
	<i>Pembelian di Cafe Merdeka Nganjuk</i>	Purchase Decision		Merdeka Nganjuk- Product quality has a positive and significant effect on purchase decision at Café Merdeka Nganjuk
3	<i>Pengaruh Harga, Kualitas Produk, Dan Kualitas Pelayanan Terhadap Keputusan Pembelian (Studi Pada Cafe Ruang Sarca)</i>	Price, Product Quality, Purchase Decision	Quantitative	- Price has a positive and significant effect on consumers' purchase decision- Product quality has a positive and significant effect on consumers' purchase decision
4	<i>Pengaruh Harga dan Kualitas Produk terhadap Keputusan Pembelian pada Bunda Coffee Sejiwa di Kota Wonogiri</i>	Price, Product Quality, Purchase Decision	Quantitative	- Price has a positive and significant effect on purchase decision- Product quality has a positive and significant effect on purchase decision
5	<i>Pengaruh Harga, Kualitas Pelayanan, Dan Kualitas Produk Terhadap Keputusan Pembelian Di Resto Dan Cafe Hayem Di Driyorejo Gresik</i>	Price, Product Quality, Purchase Decision	Quantitative	- Price has a positive and significant effect on consumers' purchase decision- Product quality has a positive and significant effect on consumers' purchase decision
6	<i>Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Di Kafe Tjakap Malang</i>	Price, Product Quality, Purchase Decision	Quantitative	- Price has a positive and significant effect on purchase decision at Kafe Tjakap Malang- Product quality has a positive and significant effect on purchase decision at Kafe Tjakap Malang
7	<i>Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Konsumen Pada Cafe Seduh Di Besuki Dengan Minat Beli Sebagai Variabel Intervening</i>	Price, Product Quality, Purchase Decision	Quantitative	- Price has a positive and significant effect on consumer satisfaction- Product quality has a positive and significant effect on consumer satisfaction

Source: processed data

The Influence of Price on Purchase Decisions at Cafes in Indonesia

From the results of all the above research, price has a positive and significant influence on consumer purchasing decisions. The price factor can influence the purchase decision because it can make consumers think about whether the product is worth buying (Afrizal & Nugroho, 2022; Asnawati et al., 2022; Khan et al., 2021; Kurniawan et al., 2022; Shakuntala & Ramantoko, 2023). This is also true according to Kotler and Keller (2022), who state that price is one of the most important things in influencing consumer purchasing decisions. Price can also describe the quality of a product. In general, café consumers will buy products that tend to be cheaper. Prices that are too high will be a consideration when consumers are going to buy food or drinks. But many are also convinced that, the higher the price, the tastier the food and drinks. So a company also needs

to think about when it will issue a price, whether the price is comparable to the quality of the product and adjust to the existing market so that it can still compete with other competitors.

The Influence of Product Quality on Purchase Decisions at Cafes in Indonesia

From the results of all the above research, product quality has a positive and significant influence on consumer purchasing decisions. Product quality is an assessment given by consumers for a product. Quality products will certainly attract many consumers (Ariestania, 2020; Karmawati et al., 2020; Love et al., 2023; Naini et al., 2022). The factors that affect product quality are product standardization. When cafes apply the standards that have been made in making food and drinks, the quality of food and drinks will be better. When the quality of the product gets better, both in terms of taste, packaging, and appearance, it will increase consumer purchase decisions, so that many consumers will buy food and drinks at the café.

CONCLUSION

The results of this study showed that both price and product quality had a positive and significant influence on consumer purchase decisions, particularly in the context of cafés in Indonesia. Consumers consistently considered price as a crucial factor before deciding to purchase food or drinks, while product quality also played a vital role in their decision-making process. When consumers perceived the quality of food or beverages to be high, they were more likely to make a purchase. Conversely, if the quality did not meet their expectations, they tended to refrain from buying. For future research, it is suggested to explore additional factors such as customer service, café atmosphere, or brand reputation, which may also impact consumer purchase decisions in the café industry.

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