

ABSTRACT

The growth of the coffee industry in the last five years is characterised by the rise of coffee shops in numbers offering a diverse range of products and unique concepts, especially in big cities such as DKI Jakarta. Based on data, Kopi Janji Jiwa as one of the notable coffee shop brands in Indonesia has many stores but got smaller sales value compared to competitors. On the other hand, the mobile coffee industry has grown rapidly. This led to the launch of Kopi Sejuta Jiwa as an effort to adapt to consumer needs. By carrying out the concept of mobile coffee in strategic locations, Kopi Sejuta Jiwa is committed to providing quality coffee at affordable prices. Furthermore, the company is actively promoting on social media, participating in various events and activities.

The primary objective of this study was to determine the effect of product quality, price, location, and social media promotion on purchase decision on Kopi Sejuta Jiwa in DKI Jakarta. The development of consumer needs made Kopi Sejuta Jiwa have to compete with competitors in various aspects such as product quality, price, location, and social media promotion.

Population of this study is determined by non-probability sampling technique with purposive sampling type. Respondents in this study were 97 respondents who were analysed using descriptive analysis and multiple linear regression methods processed using IBM SPSS version 30 software.

Based on the results of analysis using IBM SPSS, indicate that product quality has a significant effect on purchase decision, price has a significant effect on purchase decision, location has no significant effect on purchase decision, and social media promotion has no significant effect on purchase decision. Then together or simultaneously product quality, price, location and social media promotion have a significant effect on purchase decision.

Researcher hope that in future studies there will be a variable development especially marketing mix that has developed into the form 7p or 9p. In addition, Researcher suggest that company should design strategies that collaborate product quality, price, location, and social media promotion to encourage consumer purchase decision.

Keywords: Product Quality, Price, Location, Social Media Promotion, Purchase Decision