

ABSTRACT

The Influence of Price, Facilities, and Social Media on Purchase Decisions at Kopi Nako Alam Sutera

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The growth of the coffee shop industry in Indonesia has shown a significantly increasing trend, in line with changes in urban lifestyles and rising coffee consumption among the public. Kopi Nako Alam Sutera, as one of the players in this industry, faces competitive challenges in maintaining consumer preferences. This study aims to empirically examine the influence of price, facilities, and social media on consumer purchase decisions at Kopi Nako Alam Sutera. The research adopts a quantitative approach with an associative design, involving 217 respondents who were active consumers within the last month. Data analysis was conducted using multiple linear regression with the assistance of IBM SPSS version 25. The results reveal that the three independent variables—price, facilities, and social media—have both simultaneous and partial effects on purchase decisions. These findings affirm that a competitive pricing strategy, the provision of comfortable facilities, and the optimization of engaging and interactive social media content are crucial factors in driving consumer purchase decisions. This research is expected to contribute to the development of modern marketing theory and serve as a strategic reference for coffee shop management to enhance marketing performance in an increasingly competitive industry landscape.

Keywords: Price, Facilities, Social Media, Purchase Decision, Kopi Nako, Consumers, Alam Sutera, Digital Marketing.