



The Effect of Product Quality and Price on Purchase Decisions at Warunk Evergreen Kubu Raya

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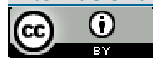
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ABSTRACT

This study aims to analyze the effects of Product Quality and Price on Purchase Decisions at Warunk Evergreen Kubu Raya. The study applies a quantitative approach with an associative design. A total of 100 consumers were selected through purposive sampling. Data were collected using a questionnaire and analyzed through multiple linear regression with SPSS. The correlation coefficient indicates a strong relationship of Product Quality and Price with Purchase Decision. The R-Square value indicates that the two variables explain 41.4% of the variation in Purchase Decision, whereas the remaining 58.6% is associated with factors outside the research model. The simultaneous test shows that Product Quality and Price have a significant effect on Purchase Decision. Partially, Product Quality has a positive and significant effect on Purchase Decision. Price also has a positive and significant effect on Purchase Decision.

INTRODUCTION

The development of coffee shops and cafés is associated with a shift in the function of food and beverage consumption, which is no longer limited to fulfilling basic needs but is also embedded in social activities, work, and contemporary lifestyles. This growth has occurred alongside increasing interest in coffee consumption and an expanding range of culinary venues. Product quality concerns a product's ability to perform its functions and satisfy consumer needs through its inherent characteristics (Chandra et al., 2020). Price represents the monetary value sacrificed by consumers to obtain goods or services (Rosdiana et al., 2022). A purchase decision is formed through the stages of need recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation (Wulandari & Mulyanto, 2024). This sequence indicates that product quality and price constitute important considerations when consumers select culinary products.

The development of coffee-based culinary businesses has also occurred in Kubu Raya Regency. During 2019–2020, the region had more than 5,000 hectares of coffee plantations and a relatively high production level compared with several other areas in West Kalimantan (Badan Pusat Statistik Provinsi Kalimantan Barat, 2021). Coffee is among the plantation commodities developed because of its economic value and its relationship with local community income (Assiddiq et al., 2024). In 2026, at least 21 coffee shop and café businesses were recorded as operating in Sungai Raya District, including Warunk Evergreen on Jalan Adisucipto Km 11.8 (Bapenda Kabupaten Kubu Raya, 2026). These businesses are distributed across Jalan Sungai Raya Dalam, Jalan Arteri Supadio, Jalan Ahmad Yani II, Jalan Kuala Dua, the Supadio Airport area, and Jalan Adisucipto, thereby providing consumers with a wide range of dining and beverage options.

Warunk Evergreen has operated since 2019 and offers coffee, non-coffee beverages, main dishes, and snacks. In 2025, menu prices ranged from IDR 6,000 to IDR 28,000, with filtered robusta coffee offered at IDR 8,000 per cup (Warunk Evergreen Data, 2025). The business experienced a decline in revenue from IDR 343,860,000 in 2022 to IDR 323,970,000 in 2023, followed by a further decrease to IDR 318,620,000 in 2024. Revenue increased by 0.18% to IDR 319,180,000 in 2025, although it remained below the 2022 level (Warunk Evergreen Kubu Raya Data, 2022–2025). At the same time, Warunk Evergreen operated among 20 similar businesses registered in Sungai Raya District (Bapenda Kabupaten Kubu Raya, 2026). These data indicate changes in revenue performance as the number of alternative culinary businesses in the operating area increased.

The empirical issue addressed in this study concerns the relationship among product characteristics, pricing, and consumer decisions amid fluctuations in Warunk Evergreen's revenue. The business offers several menu categories; however, its management continues to rely on the owner's experience, menu innovation remains limited, and price promotions have not been implemented through discounts or bundled offers (Warunk Evergreen Data, 2025). Product quality encompasses a product's ability to deliver

performance that meets consumer needs through its features and characteristics (Harjadi & Arraniri, 2021). Price concerns the monetary sacrifice made by consumers to obtain the benefits of a product and the accompanying services (Rosdiana et al., 2022). The purchasing process also involves assessments of quality, price, product choice, and post-consumption experience (Wulandari & Mulyanto, 2024). Examining the relationship among these three elements is relevant because Warunk Evergreen's revenue has not returned to its 2022 level.

A number of studies have examined the relationship of product quality and price with purchasing behavior in culinary businesses. Santoso and Lesmana (2025) reported that product quality and price had positive and significant effects on purchase decisions among consumers of Think Coffee Shop in Sukasari, Tangerang, both partially and simultaneously. Sandra and Prawoto (2024) found that product quality, price perception, and service quality had positive and significant effects on purchase decisions at Konnichiwa Coffee Shop. Mauliza and Samsuddin (2025) found that product and price had positive and significant effects on the repurchase intention of Kebab Khabaz consumers in Singkawang. Although these three studies demonstrated relationships in the same direction, they examined different business objects, locations, and dependent variables. Evidence specific to Warunk Evergreen remains necessary because this business has a menu structure, price level, visitation pattern, and revenue trend that differ from those of the previously studied businesses.

The research gap lies in the absence of a study that specifically positions Product Quality and Price as independent variables explaining the Purchase Decisions of Warunk Evergreen Kubu Raya consumers. Santoso and Lesmana (2025) examined Think Coffee Shop in Tangerang, whereas Sandra and Prawoto (2024) included service quality together with product quality and price perception at Konnichiwa Coffee Shop. Mauliza and Samsuddin (2025) used repurchase intention as the dependent variable among consumers of kebab products in Singkawang. The present study limits its analysis to Product Quality, Price, and Purchase Decision at a single local culinary business in Sungai Raya District. This position differentiates the study in terms of its object, location, variable composition, and the consumer behavior examined. Warunk Evergreen's revenue data for 2022–2025 and the number of competitors in 2026 provide the empirical basis for testing the proposed model (Warunk Evergreen Kubu Raya Data, 2022–2025; Bapenda Kabupaten Kubu Raya, 2026).

This study aims to analyze the effects of Product Quality and Price on Purchase Decisions at Warunk Evergreen Kubu Raya, both partially and simultaneously. Product Quality is positioned as an independent variable that describes a product's ability to perform its functions and meet consumer needs (Chandra et al., 2020). Price is positioned as an independent variable representing the monetary value paid by consumers to obtain a product and its benefits (Rosdiana et al., 2022). Purchase Decision is used as the dependent variable and reflects the stages consumers undergo from recognizing a need to evaluating a completed purchase (Wulandari & Mulyanto, 2024). The analysis is directed at measuring the effect of each independent variable and their joint contribution to consumer purchase decisions at Warunk Evergreen Kubu Raya.

THEORETICAL REVIEW

Product Quality

Product quality refers to a product's ability to perform its functions and meet consumer needs through the characteristics inherent in the product. Chandra et al. (2020) explain that product quality relates to the ability of a brand or product to perform particular functions and is associated with consumer satisfaction. Harjadi and Arraniri (2021) define product quality as the totality of features and characteristics of a product or service that determine its ability to satisfy explicitly stated or implicit consumer needs. Kotler and Armstrong (2012), as cited in Harjadi and Arraniri (2021), describe product quality as a product's ability to perform its functions, including durability, reliability, precision, ease of use, repairability, and other attributes valued by consumers. This definition is consistent with Kotler and Keller (2012), as cited in Mustafa et al. (2024), who state that product quality is the ability of a good to deliver performance that meets or exceeds customer expectations.

Product Quality in this study is measured using five dimensions proposed by Gasperz (2008), as cited in Mustafa et al. (2024): performance, additional features, reliability, conformance to specifications, and aesthetics. Performance describes the primary characteristics of a product when it is presented to consumers. Additional features concern supplementary attributes that distinguish the product from other alternatives. Reliability indicates the consistency with which the product performs its functions. Conformance to specifications refers to the degree to which a product matches established standards. Aesthetics encompasses sensory evaluations of the product's form, color, taste, aroma, and appearance. Santoso and Lesmana (2025) reported that product quality had a positive and significant effect on purchase decisions among consumers of Think Coffee Shop in Sukasari, Tangerang, both partially and simultaneously. Sandra and Prawoto (2024) obtained a similar result, finding that product quality had a positive and significant effect on purchase decisions at Konnichiwa Coffee Shop. Mauliza and Samsuddin (2025) also reported a positive and significant effect of product on the repurchase intention of Kebab Khabaz consumers in Singkawang.

H1: Product Quality has a positive and significant effect on Purchase Decisions at Warunk Evergreen Kubu Raya.

Price

Price is the monetary value sacrificed by consumers to obtain the benefits of a good or service. Rosdiana et al. (2022) define price as a value expressed in monetary units and used in the exchange process between producers and consumers. Kotler and Armstrong (2006), as cited in Rosdiana et al. (2022), state that price encompasses the total value given by consumers to obtain the benefits of owning or using goods and services. Hassan (2014), as cited in Rosdiana et al. (2022), views price as all monetary costs incurred by consumers to acquire, own, and use goods together with the accompanying services. Pricing is related to a product's competitive position and the value assessed by consumers when conducting a transaction (Rosdiana et al., 2022).

The Price variable is measured using four indicators proposed by Kotler and Armstrong, translated by Bob Sabran (2012), as cited in Indrasari (2019): price affordability, price-quality congruence, price-benefit congruence, and the appropriateness of price relative to purchasing ability or competitiveness. Affordability describes consumers' ability to pay the established price. Price-quality congruence refers to consumers' assessment of the comparison between monetary sacrifice and product quality. Price-benefit congruence concerns the benefits received relative to the costs incurred. Price competitiveness reflects consumers' assessment when comparing the price level with that of similar products. Santoso and Lesmana (2025) found that price had a positive and significant effect on purchase decisions at Think Coffee Shop in Sukasari, Tangerang. Sandra and Prawoto (2024) reported that price perception had a positive and significant effect on consumer purchase decisions at Konnichiwa Coffee Shop. With respect to repurchase behavior, Mauliza and Samsuddin (2025) reported that price had a positive and significant effect on the repurchase intention of Kebab Khabaz consumers in Singkawang.

H2: Price has a positive and significant effect on Purchase Decisions at Warunk Evergreen Kubu Raya.

Purchase Decision

A purchase decision is the process consumers undergo from recognizing a need to making a purchase and evaluating the product after use. Kotler and Armstrong (2014), as cited in Andrian et al. (2022), define a purchase decision as the stage at which consumers actually purchase a product. Tjiptono (2012), as cited in Andrian et al. (2022), explains that purchase decisions are formed through problem recognition, a search for information about products or brands, and evaluation of the available alternatives before consumers determine their purchase. Wulandari and Mulyanto (2024) define a purchase decision as a series of mental processes and consumer actions involved in selecting and purchasing a particular product or service.

Purchase Decision in this study is measured using five indicators based on Kotler and Armstrong (2016), as cited in Wulandari and Mulyanto (2024): problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Problem recognition occurs when consumers perceive a discrepancy between their actual condition and a desired condition. Information search encompasses consumers' efforts to obtain information from personal, commercial, public, and experiential sources. Evaluation of alternatives describes the process of comparing products on the basis of quality, price, brand, and other attributes. The purchase decision indicates consumers' choices regarding the product, time, quantity, seller, and payment method. Post-purchase behavior concerns consumers' evaluations after using the product. In the study entitled "The Effect of Product Quality and Price on Purchase Decisions at Warunk Evergreen Kubu Raya," Purchase Decision is positioned as the dependent variable analyzed in relation to changes in Product Quality and Price.

H3: Product Quality and Price simultaneously have a significant effect on Purchase Decisions at Warunk Evergreen Kubu Raya.

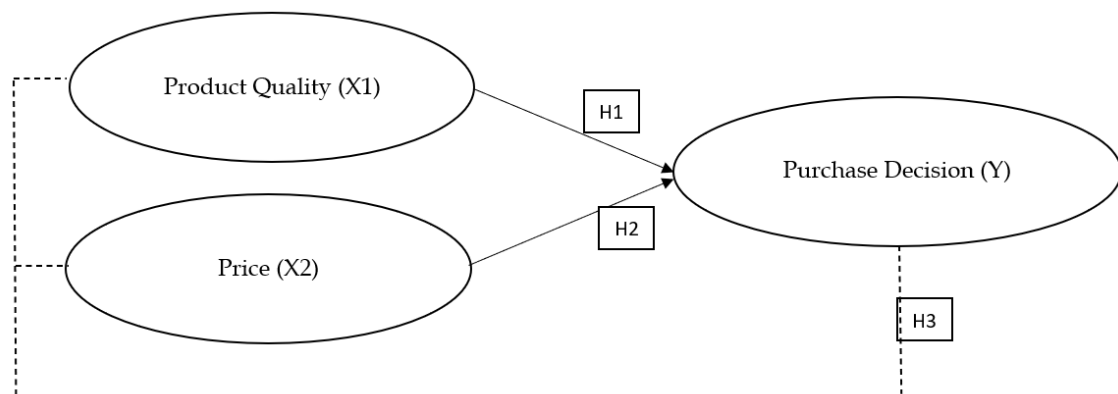


Figure 1. Conceptual Framework

METHODOLOGY

This study employs a quantitative approach with an associative design to examine the effects of Product Quality (X1) and Price (X2) on Purchase Decision (Y) among consumers of Warunk Evergreen Kubu Raya. Associative research is used to identify relationships or effects between two or more variables (Siregar, 2013). The study uses both primary and secondary data. Primary data were obtained through interviews with the owner and employees and through questionnaires distributed to consumers who had made purchases, whereas secondary data were obtained from lists of coffee shop or café businesses, menu and price data, and Warunk Evergreen Kubu Raya's revenue reports. These data collection procedures refer to the concepts of primary data, secondary data, interviews, and questionnaires proposed by Siregar (2013).

The study population comprises all consumers who have made purchases at Warunk Evergreen Kubu Raya, although the exact population size is unknown. The sample size was determined using the Purba (1996) formula, as cited in Sujarweni (2015), with a 95% confidence level and a 10% margin of error. This calculation produced a minimum sample of 96.04 respondents, which was subsequently rounded to 100 respondents. Respondents were selected through purposive sampling based on the criteria that they were at least 17 years old and had made purchases based on their own decisions. The concepts of population, sample, and purposive sampling in this study refer to Sujarweni (2015). Variables were measured using a five-point Likert scale ranging from strongly disagree, scored as 1, to strongly agree, scored as 5, as proposed by Sugiyono (2023).

Data analysis began with instrument testing using Pearson's Product-Moment validity test and Cronbach's Alpha reliability test. An instrument was considered valid when the calculated r-value exceeded the critical r-value, whereas reliability was established when Cronbach's Alpha exceeded 0.60 (Sahir, 2021). Classical assumption testing included the Kolmogorov-Smirnov normality test, a linearity test using the Test for Linearity, and a multicollinearity test based on tolerance and Variance Inflation Factor values

(Sahir, 2021). Relationships among variables were analyzed using multiple linear regression, the correlation coefficient, and the coefficient of determination. Hypotheses were tested using the F-test to assess the simultaneous effects of Product Quality and Price and the t-test to assess the partial effect of each independent variable at a 5% significance level (Sugiyono, 2023).

RESULTS AND DISCUSSION

Research Instrument Testing

a. Validity Test

The validity test was conducted to ensure that each statement item accurately measured the research variable. Testing was performed by correlating each item score with the total score and then comparing the calculated r-value with the critical r-value. With 100 respondents, the degrees of freedom were 98, and the critical r-value was 0.196 at the 5% significance level. The validity results for all items are presented in Table 1.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Product Quality (X1)	X1.1	0.524	0.196	Valid
	X1.2	0.463		
	X1.3	0.526		
	X1.4	0.479		
	X1.5	0.506		
	X1.6	0.499		
	X1.7	0.392		
	X1.8	0.595		
	X1.9	0.493		
	X1.10	0.357		
	X1.11	0.549		
	X1.12	0.449		
	X1.13	0.363		
	X1.14	0.569		
	X1.15	0.594		
Price (X2)	X2.1	0.591	0.196	Valid
	X2.2	0.484		
	X2.3	0.553		
	X2.4	0.523		
	X2.5	0.537		
	X2.6	0.560		
	X2.7	0.509		
	X2.8	0.627		
	X2.9	0.595		
	X2.10	0.596		
	X2.11	0.448		
	X2.12	0.679		

Purchase Decision (Y)	Y1.1	0.649	0.196	Valid
	Y1.2	0.435		
	Y1.3	0.523		
	Y1.4	0.563		
	Y1.5	0.488		
	Y1.6	0.593		
	Y1.7	0.431		
	Y1.8	0.591		
	Y1.9	0.470		
	Y1.10	0.600		
	Y1.11	0.486		
	Y1.12	0.484		
	Y1.13	0.549		
	Y1.14	0.572		
	Y1.15	0.465		

Source: Processed Data, 2026

As shown in Table 1, all items for Product Quality (X1), Price (X2), and Purchase Decision (Y) have calculated r-values greater than the critical r-value of 0.196. Accordingly, all statement items are declared valid and may be used in the research data collection process.

b. Reliability Test

The reliability test was used to evaluate the consistency of each questionnaire statement using Cronbach's Alpha. An instrument was considered reliable when its Cronbach's Alpha value exceeded 0.60. The reliability results for all variables are presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Description
Product Quality (X1)	0.778	15	Reliable
Price (X2)	0.800	12	
Purchase Decision (Y)	0.815	15	

Source: Processed Data, 2026

As shown in Table 2, all variables have Cronbach's Alpha values above 0.60. Therefore, the research instrument is considered reliable and suitable for data collection.

Classical Assumption Testing

a. Normality Test

The normality test was conducted to determine whether the residuals in the regression model were normally distributed. The Kolmogorov-Smirnov method was used, with a significance value greater than 0.05 indicating normality. The SPSS normality test results are presented in Table 3.

Table 3. Normality Test Results

Test	Value
N (Sample)	100

Test Statistic	.081
Asymp.Sig.(2-tailed)	.109 ^c

Source: Processed Data, 2026

The normality test results in Table 3 show an Asymp. Sig. (2-tailed) value of 0.109, which is greater than 0.05. Therefore, the research data are considered normally distributed.

b. Linearity Test

The linearity test was used to assess the linear relationship between each independent variable and the dependent variable through the Test for Linearity. A relationship was considered linear when Sig. Linearity was ≤ 0.05 and Sig. Deviation from Linearity was ≥ 0.05 . The SPSS results are presented in Table 4.

Table 4. Linearity Test Results

Variable	Linearity	Deviation from Linearity	Description
Purchase Decision * Product Quality	.026	.073	Linear
Purchase Decision * Price	.000	.165	

Source: Processed Data, 2026

The linearity results in Table 4 indicate that Product Quality (X1) has a linear relationship with Purchase Decision (Y), as shown by a Sig. Linearity value of 0.026 and a Sig. Deviation from Linearity value of 0.073. A similar result was obtained for the relationship between Price (X2) and Purchase Decision (Y), with a Sig. Linearity value of 0.000 and a Sig. Deviation from Linearity value of 0.165. Thus, both independent variables meet the linearity assumption.

c. Multicollinearity Test

The multicollinearity test was conducted to identify high correlations among the independent variables in the regression model. Such a condition may impair the accuracy of coefficient estimates and reduce model reliability. The SPSS results are presented in Table 5.

Table 5. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Product Quality	.725	1.380
Price	.725	1.380

a. Dependent Variable: Purchase Decision

Source: Processed Data, 2026

As shown in Table 5, neither independent variable exhibits multicollinearity. This conclusion is supported by a Tolerance value of 0.725, which is greater than 0.10, and a VIF value of 1.380, which is less than 10.00.

*Hypothesis Testing***a. Multiple Linear Regression Analysis**

Multiple linear regression analysis was used to measure the partial and simultaneous effects of the independent variables on the dependent variable and to explain the direction of the relationships among variables. The SPSS results are presented in Table 6.

Table 6. Multiple Linear Regression Analysis Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.835	.302		6.071
	Product Quality	.378	.074	.467	5.111
	Price	.199	.070	.261	2.854

a. Dependent Variable: Purchase Decision

Source: Processed Data, 2026

Based on the multiple linear regression results presented in Table 6, the following regression equation was obtained:

$$Y = 1.835 + 0.378X_1 + 0.199X_2$$

- 1) The constant of 1.835 indicates that when Product Quality (X₁) and Price (X₂) are equal to zero, Purchase Decision (Y) is estimated at 1.835.
- 2) The Product Quality coefficient of 0.378 is positive. This means that a one-unit increase in Product Quality is associated with a 0.378-unit increase in Purchase Decision.
- 3) The Price coefficient of 0.199 is also positive. This means that a one-unit increase in Price is associated with a 0.199-unit increase in Purchase Decision.

b. Correlation Coefficient Analysis (R)

The multiple correlation coefficient was used to determine the strength of the joint relationship of Product Quality and Price with Purchase Decision. The results are presented in Table 7.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643 ^a	.414	.402	.17960

Predictors: (Constant), Price, Product Quality.

Source: Processed Data, 2026

The correlation analysis in Table 7 yields an R-value of 0.643, indicating that Product Quality and Price have a strong relationship with Purchase Decision because the value falls within the range of 0.60–0.799.

c. Coefficient of Determination (R²)

Based on the coefficient of determination results presented in Table 7, the R-Square value is 0.414. This result indicates that Product Quality and Price jointly explain 41.4% of the variation in Purchase Decision. The remaining

58.6% of the variation in Purchase Decision is associated with factors outside the variables included in this research model.

d. Simultaneous Test (F-Test)

The simultaneous test (F-test) was conducted to determine the joint effect of all independent variables on the dependent variable. The SPSS results are presented in Table 8.

Table 8. Simultaneous Test Results (F-Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	2.207	1.103	34.208	.000 ^b
Residual	3.129	.032		
Dependent Variable: Purchase Decision Predictors: (Constant), Price, Product Quality.				

Source: Processed Data, 2026

The simultaneous test results in Table 8 show that the calculated F-value of 34.208 is greater than the critical F-value of 3.09, with a significance level of $0.000 < 0.05$, H_3 is accepted. These results indicate that Product Quality and Price simultaneously have a significant effect on Purchase Decision.

e. Partial Test (t-Test)

The partial test (t-test) was used to determine the effect of each independent variable on the dependent variable in accordance with the formulated hypotheses. The SPSS results are presented in Table 9.

Table 9. Partial Test Results (t-Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.835	.302		6.071	.000
	Product Quality	.378	.074	.467	5.111	.000
	Price	.199	.070	.261	2.854	.005
a. Dependent Variable: Purchase Decision						

Source: Processed Data, 2026

As shown in Table 9, the calculated t-value for each variable was compared with the critical t-value of 1.984. The partial test results are explained as follows:

- 1) Product Quality (X1) has a calculated t-value of $5.111 > 1.984$ and a significance value of $0.000 < 0.05$. Therefore, H_1 is accepted, indicating that Product Quality partially has a positive and significant effect on Purchase Decision.
- 2) Price (X2) has a calculated t-value of $2.854 > 1.984$ and a significance value of $0.005 < 0.05$. Therefore, H_2 is accepted, indicating that Price partially has a positive and significant effect on Purchase Decision.

The Effect of Product Quality on Purchase Decision

Product Quality has a positive and significant effect on Purchase Decision at Warunk Evergreen Kubu Raya and shows a stronger influence than Price. In this context, product quality becomes important because consumers directly experience the products, they purchase through aspects such as taste, aroma, appearance, consistency, and conformity with their expectations. These aspects form part of the product evaluation before consumers decide whether a menu item is worth choosing.

For Warunk Evergreen, which offers coffee, non-coffee beverages, main dishes, and snacks, maintaining consistent quality across different menu categories is particularly relevant. Consumers are not only choosing a place to eat or drink, but also evaluating whether the product they receive corresponds to what they expect from their purchase. When the products are perceived as reliable, well presented, and consistent with their expected quality, consumers have a stronger basis for choosing Warunk Evergreen over other available alternatives.

The result is in line with Martini et al. (2021) and Syaifuddin (2024), who also found that product quality had a positive and significant effect on purchase decisions. Although the objects examined in those studies differ from Warunk Evergreen, the results point to a similar pattern: the quality perceived from a product plays an important role when consumers determine what they will purchase.

The Effect of Price on Purchase Decision

Price also has a positive and significant effect on Purchase Decision at Warunk Evergreen Kubu Raya. This result should not be interpreted as meaning that a higher nominal price increases consumers' willingness to buy. In this study, Price reflects consumers' assessment of affordability, the suitability of price with product quality and benefits, and the competitiveness of the price offered. Therefore, the positive relationship shows that purchase decisions become stronger when consumers consider the price reasonable in relation to what they receive.

This relationship is relevant to Warunk Evergreen because consumers can compare its menu prices with various other culinary businesses operating in the same area. Under these conditions, price becomes part of the consumer's consideration of whether a product provides appropriate value. A price that is considered affordable alone may not be sufficient if the product does not meet expectations. Likewise, a good product may become less attractive when consumers consider the price inconsistent with its quality or benefits. The role of price in this study is therefore closely related to consumers' judgment of the appropriateness of the exchange between the amount paid and the product received.

The finding is consistent with Dwijantoro et al. (2021), who found that price had a positive and significant effect on purchase decisions. However, it differs from Mulyadi (2022), who reported a negative and nonsignificant effect. The difference shows that the role of price in purchase decisions is not necessarily identical across different business objects and consumer settings. In

the case of Warunk Evergreen, consumers' favorable evaluation of price appropriateness contributes to their decision to purchase.

The Effect of Product Quality and Price on Purchase Decision

Product Quality and Price simultaneously have a significant effect on Purchase Decision at Warunk Evergreen Kubu Raya. The joint effect can be understood from the way consumers evaluate both what they receive and what they must pay. Product quality represents the characteristics and performance of the menu offered, while price represents the monetary sacrifice required to obtain it. These two considerations are therefore connected within the purchasing process rather than being evaluated completely separately.

For Warunk Evergreen, good product quality will provide greater value when the price is also regarded as appropriate. Conversely, competitive pricing will have limited meaning when the quality of the product does not meet consumer expectations. This explains why managing product quality and price together is more relevant than concentrating on only one of them. The result is consistent with Hidayat and Rayuwanto (2022), who also found that product quality and price simultaneously affected purchase decisions.

CONCLUSIONS AND RECOMMENDATIONS

The study concludes that Product Quality and Price both play an important role in shaping Purchase Decisions at Warunk Evergreen Kubu Raya. Product Quality has the stronger influence, showing that consumers place considerable importance on the products they receive when deciding to make a purchase. Consistency in taste, ingredients, presentation, hygiene, and overall product performance therefore remains an important consideration for Warunk Evergreen.

Price also contributes to purchase decisions, particularly when consumers perceive that the amount paid is appropriate for the quality and benefits obtained. The result does not suggest that increasing prices will increase purchases, but rather that consumers are more willing to make a purchase when prices are considered affordable, competitive, and consistent with the value of the products offered.

Based on these findings, Warunk Evergreen should give primary attention to maintaining consistent product quality across its menu while keeping its pricing aligned with product quality, portion, benefits, and consumers' purchasing ability. Product and pricing decisions should be managed together so that consumers perceive a reasonable balance between what they pay and what they receive. This approach is more relevant to the findings of the study than relying solely on lower prices or price-based promotions.

FURTHER STUDY

Future research may include variables such as service quality, promotion, location, store atmosphere, brand image, consumer satisfaction, menu variety, or customer experience. The scope of the research may also be

expanded to include several similar culinary businesses and a larger number of respondents. A qualitative or mixed-methods approach may be considered to explore in greater depth the reasons, experiences, and considerations underlying consumers' purchase decisions.

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