
ANALYSIS THE EFFECT OF PRODUCT QUALITY, PRICE, AND PROMOTION ON CONSUMER BEHAVIOR OF KENANGAN COFFEE IN MAKASSAR CITY

Muhammad Ilham Wardhana Haeruddin

Makassar State University

email: ilham.wardhana@unn.ac.id

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ABSTRACT

The researcher conducted this study to analyze how product quality, price, and promotion affect consumer behavior at Kopi Kenangan in Makassar. A quantitative approach was applied through a survey method, involving 100 respondents who were customers of Kopi Kenangan as the research sample. The data were obtained from structured questionnaires and then analyzed using multiple linear regression with the help of SPSS software. The results indicated that the three independent variables, both individually and collectively, exert a positive and significant influence on consumer behavior. Among them, product quality appears as the most dominant factor, as the product's taste, aroma, and consistency strongly contribute to customer satisfaction and loyalty. The price variable also plays an important role, since fair and reasonable pricing in line with perceived value encourages consumers to make repeat purchases. In addition, digital promotions through social media and creative collaborations were found to be effective in attracting and retaining customers. Overall, this study suggests that the integration of product quality, pricing, and promotional strategies enhances Kopi Kenangan's competitiveness in the rapidly growing modern coffee market.

Keywords: Product quality; Price; Promotion; Consumer behavior; Kopi Kenangan



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INTRODUCTION

Coffee is one of the most popular beverages worldwide and has been a part of people's lifestyles from the past to the present. In Indonesia, the coffee industry has seen rapid growth, with the introduction of various product variants and innovations that appeal to consumers from all walks of life. This phenomenon is evident in the rapid growth of the coffee business, run by both micro, small, and medium enterprises (MSMEs) and large-scale corporations.

Innovations in coffee presentation and flavor have made this beverage a trend that not only meets consumer needs but also reflects changing lifestyles in modern society. This has fostered the growth of business opportunities across various social and economic levels, including for businesses like Kopi Kenangan.

Kopi Kenangan is one of Indonesia's largest modern coffee shop chains, founded by PT Bumi Berkah Boga in 2017, a company focused on the coffee-based beverage industry. Its first store opened in a prominent office area, specifically the Standard Chartered Tower in Kuningan, Jakarta.

Edward Tirtanata, James Prananto, and Cynthia Chaerunissa founded the company with the vision of providing quality coffee with a distinctive Indonesian flavor through a practical and affordable concept for the wider community. As it developed, Kopi Kenangan sought to expand its market reach internationally to introduce the unique taste of Indonesian coffee to the international stage (Safar & Nainggolan, 2023).

Kopi Kenangan promotes the grab and go concept, a coffee shop with a minimalist design without much seating, adapting to the modern lifestyle that tends to prioritize speed and convenience when purchasing food and drinks. Consumers can order Kopi Kenangan products directly at the outlet or use the official application. Consumers can also use online delivery services such as online motorcycle taxis (Utama et al., 2024). Over its development, Kopi Kenangan has transformed into one of the start-up companies in the food and beverage sector with high economic value. The company even managed to achieve unicorn status, the first in Indonesia and Southeast Asia in the beverage industry, with a valuation reaching around US\$1 billion, which in Rupiah is equivalent to Rp14 trillion. This

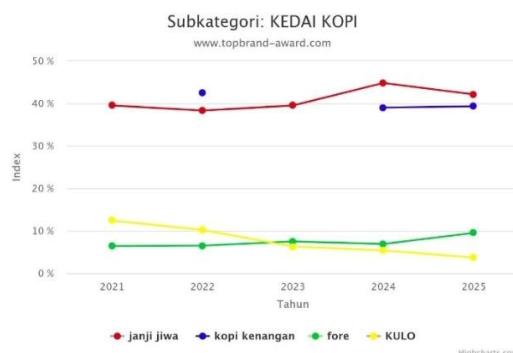
achievement was achieved thanks to the support of various foreign venture capital companies that invested in Kopi Kenangan.

This achievement demonstrates a very promising business prospect and serves as an encouragement for the company to continue expanding its market reach. To date, Kopi Kenangan has 670 or more outlets, spread across approximately 45 cities in Indonesia, which over time the number of outlets continues to increase in line with the company's growth and development in the national market. To understand consumer behavior towards Kopi Kenangan products, the company needs to pay attention to various factors that can influence consumer preferences and purchasing decisions, including product quality, price, and promotions. Consumer behavior itself reflects a person's decision-making process to select, buy, use, and evaluate products/services to meet their needs and desires. According to Kotler and Armstrong (2017), purchasing decisions are a process where consumers use their knowledge to assess various alternatives before finally deciding on a particular product.

The relationship between product quality, price, and promotion with Kopi Kenangan consumer behavior is supported by research findings conducted by Rifa'i et al. (2020). The study showed that these three factors significantly influence consumer purchasing decisions and behavior. Therefore, the higher the product quality offered, the more appropriate the price, and the more effective the promotional strategy implemented, the more positive the consumer response and behavior towards Kopi Kenangan products.

In awarding brand image to several coffee shops in Indonesia, Top Brand Award has collaborated with the marketing research institute Frontier Consulting Group shop.

Figure 1. Top Brand Index for the Coffee Shop Subcategory for the 2021-2025 Period



Source: Top Brand Index, www.topbrand-award.com, 2025

Based on Figure 1. above, it can be seen that Janji Jiwa (red line) consistently occupies the top position compared to its competitors with an index ranging from 39% to 45% throughout the 2021–2025 period. Despite experiencing a slight decline in 2025, Janji Jiwa still maintains its position as the market leader. Meanwhile, Kopi Kenangan (blue line) is in second place with an index of around 39–41%. Although not in the top position, Kopi Kenangan shows brand stability with a trend that tends to remain strong in the modern coffee shop market. This condition indicates that consumer loyalty to Kopi Kenangan remains high, despite increasingly fierce competition.

In contrast to the top two brands, KULO (yellow line) shows a significant decline from around 12% in 2021 to only around 5% in 2025. This decline indicates challenges in maintaining brand image and consumer appeal. Meanwhile, Fore Coffee (green line) has experienced quite positive development, increasing from around 6% in 2021 to 10% in 2025. This indicates a growth in consumer interest in Fore, which may be due to more effective promotional strategies or product innovation.

These results conclude that Janji Jiwa and Kopi Kenangan were the two brands that dominated the Indonesian coffee shop market during this period. However, despite Kopi Kenangan's stable position, innovative marketing strategies are still needed to maintain sustainable competition. Efforts to improve product quality, promote promotions, and strengthen brand image need to be a primary focus to expand market share and maintain customer loyalty amidst increasingly dynamic competition (Riswandani & Mahargiono, 2023).

Product Quality

Product quality is the ability of a product or service to fulfill consumer functions and expectations. According to Kotler and Keller (2009), product quality encompasses durability, reliability, accuracy, ease of use, ease of repair, and other important characteristics that support the product's primary function. Furthermore, Kotler and Keller (2016) emphasize that product quality reflects the extent to which a product or service can meet customer expectations. Similarly, Kotler and Armstrong (2017) state that product quality is a crucial instrument in a brand's positioning strategy because it directly impacts product performance and customer satisfaction. Good quality products can enhance a company's reputation and are a key factor in building consumer loyalty.

In the context of the coffee industry, product quality plays a crucial role because coffee flavor is a key factor in determining consumer perceptions of quality. Bravo-Moncayo (2020) explains that the key characteristics that determine coffee flavor quality include sweetness, bitterness, acidity, flavor intensity, and aroma of coffee. Therefore, product quality can influence consumer behavior in making purchasing decisions, as consumers tend to consider quality holistically before deciding to purchase a product (Setiawan & Siahaan, 2023).

Price

According to Peter and Olson in Mendoza and Hendriati (2022:25), price can be understood as a measure of the satisfaction consumers feel toward the product they purchase. For price-sensitive consumers, satisfaction often depends on the extent to which they obtain value for money from the product they consume. In other words, lower prices can lead to higher levels of satisfaction for this consumer group (Wahyu Widayat, 2023).

Promotion

Promotion is a crucial component of a marketing strategy, contributing to increased consumer interest and awareness of a product. According to Ristanto and Aditya (2021), promotion is a short-term, irregular sales activity designed to encourage a desired market response through various advertising media. Mastura (2020) explains that promotion serves as a means of exchanging information between companies and consumers regarding the products and services offered. Meanwhile, Shafitri et al. (2021) state that promotion is a company's effort to attract consumers' attention by conveying persuasive messages or information. Alma (2018) adds that promotion is a form of communication aimed at informing, persuading, and influencing potential customers to become interested in a particular product or service. Furthermore, Hurriyati (2015) states that promotion has three main indicators: informing (providing information), persuading (persuading consumers), and reminding (reminding consumers of the product), all of which play a crucial role in shaping consumer behavior toward a brand (Dania Juniati et al., 2025).

Consumer Behavior

According to Engel et al. in Kotler and Keller (2016), consumer behavior is a series of individual activities directly involved in the process of acquiring, using, and evaluating goods or services, including pre- and post-purchase decision-making activities. This behavior reflects how consumers respond to changes in the market, such as price, quality, and promotion of a product. Consumer behavior is fundamentally influenced by internal needs and motivations. Perceived needs will drive individuals to find ways to fulfill them, which are then manifested through consumption behavior (Schiffman & Wisenblit, 2019). Motivation is the main driving factor that drives someone to act, while purchasing decisions are the end result of this process. Therefore, the behavior that emerges from consumers is a reflection of the psychological and social drives that guide them in determining product choices (Manurung, 2021).

In a marketing context, consumer behavior can be observed through purchasing decisions and preferences for specific products. Consumers respond to stimuli provided by marketers, such as changes in price, product quality, or promotional activities (Kotler & Armstrong, 2017). For example, competitive pricing can increase purchase intention, attractive promotions can encourage consumers to try a product, and strategic sales locations can strengthen purchasing decisions.

Research on consumer behavior in the contemporary coffee industry shows that product quality, price, and promotion are the main factors influencing purchasing decisions and behavior. Budiastuti et

al. (2024) found that promotion, service quality, and store atmosphere significantly influenced Kopi Kenangan consumers' purchasing decisions. These results indicate that effective promotional strategies and good service can create positive experiences that encourage purchasing behavior. Furthermore, Morinda (2024) revealed that product quality, price, and promotion have a positive influence on consumer behavior and customer satisfaction at Kopi Kenangan in Tangerang City. This confirms that quality products at an appropriate price and appropriate promotions can increase purchasing interest and customer loyalty.

Similarly, Dalilah and Prawoto (2023) stated that product quality and promotion simultaneously influence consumer purchasing behavior in the modern coffee industry, including Kopi Kenangan. Nurliana and Akbar (2025) also found that price, promotion, and service quality collectively significantly influence consumer behavior at Kopi Kenangan in Bandung. Based on these various studies, it can be concluded that product quality, price, and promotion play a significant role in shaping consumer behavior toward contemporary coffee products (Sari & Paludi, 2022).

RESEARCH METHODS

This study employed a quantitative approach using a survey method. This approach was chosen by the researchers because it allows for objective measurement of relationships between variables and produces data that can be analyzed statistically. The quantitative method was deemed appropriate for testing the influence of independent variables (product quality, price, and promotion) on the dependent variable, namely consumer behavior at Kopi Kenangan in Makassar City.

Population and Sample

The population is the entire unit of analysis that contains the information the researcher wishes to obtain. Meanwhile, the target population is the collection of observation units or objects that possess relevant information necessary for the research. The population in this study was all Kopi Kenangan consumers who have purchased products at Kopi Kenangan outlets in the Makassar area.

A sample is a subset of a population selected to represent the entire population and used as respondents in a study. The sampling technique used in this study was purposive sampling, which involves selecting a sample based on specific criteria or considerations relevant to the research objectives, such as having purchased Kopi Kenangan products at least twice in the past three months. The sample size used was 100 respondents, in accordance with the recommended minimum sample size for quantitative research.

Time and Location of Research

This research was conducted at the Kopi Kenangan outlet located on Jalan Sultan Hasanuddin, Baru Village, Ujung Pandang District, Makassar City, South Sulawesi Province, with postal code 90112.

This location was chosen purposively because it is one of Makassar's central business and office areas with high levels of community mobility. The presence of a Kopi Kenangan outlet in this area makes it a strategic point for observing consumer behavior from various socioeconomic backgrounds, such as students, private sector employees, civil servants, and micro-entrepreneurs.

This location was also chosen based on the consideration that Jalan Sultan Hasanuddin is an area with a relatively high concentration of modern coffee shops, resulting in relatively high levels of competition between coffee brands. Thus, this provides an opportunity for researchers to gain a more comprehensive understanding of the influence of product quality, price, and promotion on consumer behavior in a competitive market situation.

In addition, the location can be visited by anyone and has a stable level of visits, both on weekdays and weekends, thus facilitating the process of collecting field data.

This research was carried out during the period from September to October 2025, covering several stages of activity, namely:

1. preparation and preparation stage of research instruments,
2. data collection stage by distributing questionnaires directly to consumers who are making transactions at Kopi Kenangan outlets, as well as online via the Google Form link,

3. data verification and coding stage, and,
4. The researcher used an analysis tool in the form of SPSS for the data analysis stage with multiple linear regression techniques to test and analyze the relationship between research variables.

The research period of September to October 2025 was chosen because during these months, community activity in Makassar City tends to be stable, especially after the long holiday period and before the end of the year. This allowed researchers to obtain more accurate data and reflect the normal consumption patterns of Kopi Kenangan products among urban residents.

Research Instruments

Validity testing is used to measure the extent to which a research instrument is able to reveal data that aligns with the measurement objectives. In other words, this test aims to determine the extent to which each question item can test the model used in the study. The test is conducted by comparing the correlation value between each question item and the total score (r-count) with the r-table value. An item is declared valid if the r-count is greater than the r-table ($r\text{-count} > r\text{-table}$).

Meanwhile, reliability testing is conducted to ensure that the instrument used has a high level of reliability, consistency, stability, and dependability, so that when used repeatedly it will produce the same or consistent results. A high level of reliability is indicated by a value close to 1. A research instrument is considered to have satisfactory or high reliability if its reliability coefficient value is greater than or equal to 0.60. This reliability testing is conducted using the Cronbach's Alpha technique.

Data collection technique

The data collection technique in this study used a survey method by distributing structured questionnaires to Kopi Kenangan consumers in Makassar City. This method was chosen because it allowed researchers to obtain primary data directly from respondents who had actual experience with the product being studied, resulting in more objective, accurate, and relevant data to the research objectives.

The questionnaire was structured based on indicators from each research variable, namely product quality (X_1), price (X_2), promotion (X_3), and consumer behavior (Y). Each statement in the questionnaire was measured using a five-point Likert scale, with a value range from 1 (strongly disagree) to 5 (strongly agree). This scale was chosen because it can describe the level of respondent agreement in more detail with each indicator used in the study.

Researchers distributed questionnaires in person at the Kopi Kenangan outlet on Jalan Sultan Hasanuddin, Baru Village, Ujung Pandang District, Makassar City, South Sulawesi, to customers who were making transactions or enjoying drinks on-site. Meanwhile, online distribution was conducted via a Google Form link shared on social media to reach a wider range of respondents while still meeting the research criteria.

The collected data was then checked to ensure the completeness and consistency of the answers before processing. Next, the data was inputted and analyzed using SPSS (Statistical Package for the Social Sciences) software to conduct validity tests, reliability tests, and multiple linear regression analysis to determine the effect of product quality, price, and promotion on consumer behavior of Kopi Kenangan in Makassar City.

Operational Definition of Variables

Product quality (X_1) is defined as the extent to which a product is able to meet consumer needs and expectations, both in terms of taste, appearance, and durability. This variable is measured through several indicators, namely (1) product taste; (2) aroma and freshness; (3) quality consistency; (4) product appearance or packaging; using a Likert scale of 1-5 (Wardi & Dethan, 2024).

Price (X_2) is the amount of money consumers must pay to obtain a product, reflecting the balance between the benefits received and the costs incurred. The price variable is measured using three indicators: (1) affordable price, (2) price according to quality, and (3) competitive price, using a Likert scale of 1-5. (Jaelani et al., 2024).

Promotion (X_3) is an activity to inform and attract consumer interest through various media and sales programs. This variable is measured using a Likert scale through several indicators, namely (1) attractive promotions; (2) easily accessible information; (3) discounts (Nurpadilah et al., 2024).

Consumer behavior (Y) is a series of consumer actions starting from the process of selecting, purchasing, using, evaluating, to recommending a product/service, which is influenced by motivation, perception, and environmental factors. Consumer behavior can be measured through indicators (1) brand selection compared to alternatives; (2) frequency of product purchases; (3) repeated product use; (4) product recommendations to others; using a Likert scale of 1-5 (Moehadi et al., 2024).

Data Analysis Techniques

The data analysis technique applied in this study uses multiple linear regression analysis as explained by Sugiyono (2006:254). The regression equation model can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \dots + e$$

Information:

- Y = Consumer Behavior
- a = Constant
- b_1, b_2, b_3 = Regression coefficient of each independent variable
- X_1 = Product Quality
- X_2 = Price
- X_3 = Promotion
- e = Error or error factor

Researchers conducted this analysis to determine the extent of influence each independent variable had on the dependent variable. In the process, two forms of hypothesis testing were used: a partial test (t-test) and a simultaneous test (F-test).

Through the t-test (partial), researchers assess the extent to which each independent variable influences the dependent variable individually.

1. When the calculated t-value shows a result that is greater than the t-table, the researcher concludes that H_0 is rejected and H_a is accepted, which indicates a significant influence at the 95% confidence level.
2. When the calculated t-value is smaller than the t-table, the researcher concludes that H_0 is accepted and H_a is rejected, which means there is no significant influence at the same level of confidence.

Researchers use the F (simultaneous) test to assess the extent to which all independent variables together influence the dependent variable.

1. When the F-calculation value is greater than or equal to the F-table, the researcher concludes that the alternative hypothesis is accepted, which indicates that all independent variables simultaneously have a significant influence on the dependent variable.
2. If the calculated F-value is smaller than the F-table, the researcher concludes that the alternative hypothesis is rejected, which means that the independent variables simultaneously do not have a significant effect on the dependent variable.

In addition, to determine how much the promotion, price, and service quality variables explain the consumer satisfaction variable, the coefficient of determination (R^2) is used. This value is calculated using the formula: $D = R^2 \times 100\%$, which indicates the percentage contribution of the independent variables to the dependent variable.

RESULTS AND DISCUSSION

Researchers conducted this study to analyze how much influence product quality, price, and promotion have on consumer behavior of Kopi Kenangan in Makassar, which is known as one of the cities with rapid growth of the modern coffee industry in eastern Indonesia.

Researchers obtained data from 100 respondents through questionnaires, which were then analyzed using multiple linear regression. The analysis found that the three independent variables—product quality, price, and promotion—had both a partial and simultaneous positive and significant influence on the dependent variable, consumer behavior.

These results confirm that consumer purchasing behavior toward Kopi Kenangan is not determined by a single factor, but rather by a combination of consumer perceptions of product quality, price fairness, and the effectiveness of the company's promotional communications. These three elements have a mutually reinforcing relationship in shaping customer satisfaction and loyalty.

The Influence of Product Quality on Consumer Behavior

From the partial analysis, product quality is the most dominant factor influencing consumer behavior at Kopi Kenangan in Makassar. Respondents stated that coffee flavor and organoleptic qualities (taste, aroma, and texture) are the main indicators in assessing customer satisfaction.

According to Kotler and Keller (2016), product quality is the extent to which a product or service meets customer needs and delivers value beyond expectations. In the case of Kopi Kenangan, consumers perceive the product to have a consistent taste, distinctive aroma, and a balanced sweetness and acidity. This quality is achieved through the standardization of raw materials and manufacturing processes maintained at each branch.

Good quality is also able to create trust or brand trust, which then develops into brand loyalty.

As explained by Bravo-Moncayo (2020), consistency in maintaining the quality of coffee's taste and aroma is a crucial factor in determining consumers' perceptions of quality. This research supports this view: the better the perceived quality of a product, the higher the consumer's tendency to purchase directly and recommend it to others.

Furthermore, the quality of Kopi Kenangan products is not only measured by taste, but also by modern packaging and fast service tailored to the urban lifestyle. In this context, the product fulfills not only functional needs but also symbolic and emotional ones, where drinking coffee is considered part of a lifestyle. Therefore, high product quality can strengthen the brand's position in the market and influence customer consumption behavior in the long term.

The Influence of Price on Consumer Behavior

The second variable tested was price. Based on statistical test results, price had a positive and significant effect on consumer behavior. This means that the more the set price aligns with the consumer's perceived value, the more likely they are to purchase the product.

Kopi Kenangan consumers in Makassar are generally young people and office workers who are price-sensitive. However, survey results indicate that they consider Kopi Kenangan's prices to be reasonable and commensurate with the quality of taste and service they receive. Thus, Kopi Kenangan has successfully positioned itself as a product with competitive economic value.

According to Peter and Olson in Mendrofa & Hendriati (2022), price not only reflects the costs consumers must pay but also reflects the perceived value of the benefits they receive. If the perceived benefits outweigh the price, consumers will perceive the price as fair and will be more likely to make repeat purchases.

These results align with research by Jaelani et al. (2024), which found that the match between price and product quality positively impacts customer satisfaction. In the context of Kopi Kenangan, a mid-range pricing strategy is key to success. The company doesn't position its products as "cheap," but as "worth the price," with quality exceeding expectations.

Furthermore, Kopi Kenangan employs a psychological pricing strategy, where prices are set at odd numbers, such as Rp19,000 or Rp24,000, to appear more affordable. This strategy is effective in influencing consumer perception, particularly in the lower-middle segment. Thus, Kopi Kenangan's pricing policy creates a balance between economic value and quality, strengthening their purchase intention and brand loyalty.

The Influence of Brand Promotion on Consumer Behavior

The third variable studied was promotion, and the results showed that promotion significantly influenced Kopi Kenangan consumer behavior in Makassar. The majority of respondents learned about Kopi Kenangan products and promotions through digital media such as Instagram, TikTok, and online motorcycle taxi apps (GrabFood and GoFood).

This indicates that Kopi Kenangan's digital marketing strategy has successfully increased brand awareness and built customer engagement. According to Hurriyati (2015), promotions serve to inform, persuade, and remind consumers of a product's existence. These three functions are reflected in Kopi Kenangan's promotional strategy, which not only offers discounts but also builds a brand image that resonates with people's daily lives.

In addition to digital promotions, companies often conduct collaborative promotions, such as collaborating with public figures, local fashion brands, and themed campaigns like "Ngopi Bareng Kenangan" or "Menu Kenangan Mantan." These promotional strategies not only capture consumer attention but also create emotional interactions that strengthen brand-customer relationships.

These findings align with research by Dania Juniaty et al. (2025), which explains that creative and sustainable promotions can improve purchasing decisions and consumer loyalty. Effective promotions not only influence immediate purchasing decisions but also create long-term brand impressions. In the Makassar context, Kopi Kenangan's promotions are considered highly relevant to the dynamic and digitally active lifestyles of urban communities.

Relationship between variables and general discussion

The three independent variables in this study—product quality, price, and promotion—were shown to have a mutually reinforcing relationship in shaping consumer behavior. The results of the simultaneous test (F test) showed that together, these three variables had a significant influence on consumer behavior with a 95% confidence level.

These findings support Kotler and Armstrong's (2017) marketing mix concept, which explains that consumer decisions are influenced by a combination of product, price, place, and promotion elements. In the case of Kopi Kenangan, the synergy between superior product quality, appropriate pricing, and effective promotion creates positive perceptions and encourages repeat purchasing behavior.

This research also aligns with the findings of Morinda (2024) and Nurliana & Akbar (2025), which demonstrated that product quality, price, and promotion collectively influence customer satisfaction and loyalty in the contemporary coffee industry in Indonesia. Therefore, Kopi Kenangan in Makassar has implemented an effective and relevant marketing strategy to address changing consumer behavior.

CONCLUSION

From the results of research on the influence of product quality, price, and promotion on consumer behavior of Kopi Kenangan in Makassar City, researchers concluded that these three variables have a positive and significant influence on consumer behavior, both partially and simultaneously. Among the three, product quality is the most dominant factor in influencing purchasing decisions, because the elements of taste, aroma, consistency, and attractive product packaging can increase customer satisfaction and loyalty. In addition, price also has an important influence, where fair pricing and comparable to the benefits felt by consumers encourage repeat purchases of Kopi Kenangan products. In addition, creative and interactive digital promotion strategies also strengthen purchasing interest and brand awareness among the urban community of Makassar. Thus, Kopi Kenangan's success in maintaining market share in Makassar City depends heavily on its ability to maintain product quality, set competitive prices, and carry out effective and sustainable promotions.

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