



The Influence of Product and Price on Consumer Repurchase Interest at 012 Roastery

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Abstract

Roastery is a business to improve the quality of coffee beans to be produced, this study was conducted to determine the factors that influence products and prices on consumer repurchase interest in Roastery in Pontianak City, This study uses a quantitative approach using a questionnaire tool with a research sample of 100 respondents. The characteristics of respondents in this study are dominated by young people with an age range of 25-29 years. The data analysis technique used is linearity test analysis (Product and Repurchase Interest). Based on this study, it shows that products and prices have multiple linear regression equations that mutually influence product sales and purchases with the results of multiple linear regression tests with a constant value of 1.468, a product regression coefficient value of 0.251 and a price regression coefficient value of 0.353 it can be concluded that the correlation coefficient value is 0.851, this shows that the relationship between product variables (x_1) and price (X_2) and Repurchase Interest (Y) is very strong in influencing each other with an interval of 0.80 - 1,000. This can be grouped into 3 factors: Quality products, prices that are acceptable to all groups, strategic locations are factors that can be considered by the Roastery.

Introduction

Currently, there has been a very rapid development of business, as has happened in Indonesia. This development will affect the competition and number of competitors in a business. This forces business actors to carry out various strategies to attract consumer interest in the products they offer (Juminten & Nugraha, 2024; Daga et al., 2024). Competition occurs in small, medium, and large-scale businesses (Mardikaningsih et al., 2022). Competition requires business actors to innovate the products and/or services offered, by offering products that are in accordance with consumer needs and desires, and providing the best service to consumers, so that consumers are satisfied, make repeat purchases, and are loyal in the long term (Arslan, 2020; Singh, 2006; Singh et al., 2023; Lina, 2022).

Coffee-related businesses are now increasingly promising because many people want to improve their social status by drinking coffee. Coffee is a way for some people to show their prestige. Enjoying coffee gives a unique sensation for coffee lovers. It is no wonder that many people take time out regularly to enjoy coffee (Tucker, 2017; Fele & Liberman, 2021).

The following shows the wholesale trade of coffee, tea and cocoa in Pontianak City in 2023:

Table 1. Coffee Wholesale Business in Pontianak City in 2023

No	Company name/Owner Name	Address
1	012 Roastery	Jl. Dr. Sutomo Gg. Karya 2a

2	Toffin Borneo Jaya	Jl. Johar No. 6A
3	Syahrudin	Jl. Labor Intensive Comp. Danish Mansion RT. 006 RW. 016
4	Sulastio Halim	Jl. KH Ahmad Dahian Gg. Jeruk No. 21
5	Mesna Mesi	Jl. Tanjung Pura, Malaya St. No. 66
6	PD Kapuas Pratama	Jl. Kapten Marsan No. 15-17
7	Beautiful Tiwi	Jl. Sulawesi No. 20
8	Chicken Diamond Coffee	Jl. Mega Timur RT. 008 RW.002
9	Sentosa Globalindo is a long-lasting	Jl. Sungai Raya Dalam No. 8 RT. 002 RW.014
10	Tio Mui Khun	Jl. Parit Haji Husein 2 Komp. Beverly Hill No. E3
11	Nanik Minarsi	Jl. Slt. Abdurrahman No. 50
12	Edy Ali	Jl. Gajah Mada
13	Sure Success Together	Jl. Meranti No. 60
14	Prospects of Blessing Jaya	Jl. Diponegoro. No. 123
15	English: Sri Rahayu Oktaviani	Jl. Dr. Sutomo Gg. Karya 2a No. 52
16	Harira	Jl. Farmer

Source: Pontianak City Investment and One-Stop Integrated Services Agency, 2023

Based on Table 1, it can be seen that in 2023 there were 43 large coffee, tea and cocoa trading businesses in Pontianak City. The data also shows that competition in the business is quite tight because of the many competitors in the same business.

Coffee is one of the drinks that is not only famous in Indonesia but also throughout the world. This drink, which comes from the processing of coffee beans, is classified into the rubiaceae family with the genus *coffea*. Coffee has economic benefits and also practical benefits. Economic benefits because coffee can be used as an export commodity are a source of foreign exchange for the country (Tamru et al., 2021; Nugroho & Lakner, 2022; Aprianto & Syaipudin, 20220). The practical benefits are that it has an impact on health (Rachmawati et al., 2020).

Coffee has many benefits, including improving physical performance, burning fat, reducing the risk of stroke, liver, prostate and colorectal cancer by 20%, the risk of Parkinson's disease by 25%, reducing the risk of type II diabetes, reducing the risk of dementia and protecting the mind, brightening the mood, helping us fight depression and minimizing the risk of suicide by 50%. In addition, coffee consumers have a lower risk of heart attack (Rahmawati & Gustiani, 2023; Chieng & Kistler, 2022; Mendoza et al., 2023; Zheng et al., 2022).

One of the businesses listed in Table 1 is 012 Roastery. 012 Roastery is a coffee shop founded by Mrs. Sri Rahayu Oktaviani in 2020, located at Jalan Dr. Sutomo Gg. Karya 2a No. 52, Sungai Bangkong, Pontianak Kota District, Pontianak City. The idea of establishing 012 Roastery was because of the owner's love for coffee that had been attached for a long time, so he took the initiative to be able to manage or develop coffee into a drink that can be served with a delicious taste with a different composition from the usual coffee. Currently, 012 Roastery focuses on selling coffee. The following are the products offered by 012 Roastery:

Table 2. Prices by Product Type in 2024

No	Types of products	Price (Rp)
1	Coffee Milk Blend	25,000
2	Heritage Robusta Coffee	25,000
3	Bland Hornbill Coffee	25,000
4	Digulist Blend Coffee	25,000

5	Dragon Espresso Coffee	25,000
6	River Houseblend Coffee	25,000
7	Semende Natural Coffee	20,000
8	Semende Wine Coffee	20,000
9	Arjuno Honey Coffee	20,000
10	Honne Anaerobic Arjuno Coffee	20,000

Source: 012 Roastery, 2024

Table 2 shows that 012 Roastery offers 10 variants of coffee drinks. In addition to selling drinks, 012 Roastery also offers coffee beans. The following shows the types and prices of products offered by 012 Roastery:

Table 3. Product Types and Prices in 2024

No	Types of products	Heavy	Price (Rp)
1	Coffee Milk Blend	1 kg	105,000
2	Heritage Robusta Coffee	1 kg	110,000
3	Bland Hornbill Coffee	1 kg	130,000
4	Digulist Blend Coffee	1 kg	145,000
5	Dragon Espresso Coffee	1 kg	160,000
6	River Houseblend Coffee	1 kg	200,000
7	Semende Natural Coffee	150 g	90,000
8	Semende Wine Coffee	150 g	90,000
9	Arjuno Honey Coffee	150 g	90,000
10	Honne Anaerobic Arjuno Coffee	150 g	90,000

Source:012 Roastery, 2024

Table 3 explains that 012 Roastery sells 10 types of coffee beans. This study focuses on consumers who buy coffee beans. Coffee beans sold at 012 Roastery are purchased directly from local farmers and several other areas in Indonesia. The quality of coffee beans is based on their grade. The coffee offered consists of grades A, B, and C. The packaging offered consists of 150 grams and 1 kilogram. On the packaging there is a brand name which is also the name of the store, and the type of product. 012 Roastery serves purchases directly and online via Instagram at @012Roastery. 012 Roastery also serves product delivery within and outside the city.

The price of coffee offered varies, according to the type, size (packaging) and grade. For consumers who make purchases online, payment is made via transfer. For consumers who are in Pontianak City, the price paid does not include the cost of shipping the product to the consumer's address. 012 Roastery will use a delivery service via online motorcycle taxis and the cost will be borne by the consumer. For consumers who are outside the city, the price of the product they transfer already includes the cost of shipping the product to the consumer's address. The price offered is relatively affordable and competitive with the prices offered by competitors, according to the quality and benefits of the products offered (Hidayat, 2021; Lina, 2022).

The right product and pricing policies will influence consumer decisions to choose a company, provide satisfaction, and ultimately make consumers want to make repeat purchases (Rajasa et al., 2023; Suwarno, 2022; Arif & Siregar, 2021). This can be seen from the sales of the company. The following shows the number of product sales at 012 Roastery:

Table 4. Total Product Sales 2021-2023

No	Year	Sales Amount	
		in units	in Rupiah
1	2021	1,411 Kg	323,310,000
2	2022	2,062 Kg	697,835,000
3	2023	2,414 Kg	705,355,000

Source: 012 Roastery, 2024

Table 4 shows the number of product sales in 2021-2023. The number of sales (in units) in 2022 increased by 46.14% compared to 2021, then the number of sales in 2023 increased by 17.07% compared to 2022. The number of sales (in Rupiah) in 2022 increased by 115.84% compared to 2021, then the number of sales in 2023 increased by 10.77% compared to 2022.

The low sales that occurred in 2021 were due to the implementation of the Large-Scale Social Restrictions (PSBB) policy at that time, as a result of the Covid-19 pandemic. This policy limits the movement and social activities of the community or consumers, including restrictions on traveling, holding activities or gathering (Lau et al., 2021). At that time, many coffee shops were closed, limited operating hours and only served consumers for takeaway or online purchases. In addition, many consumers chose not to travel, limit purchases of various products, and limit interactions with many people in an effort to reduce the risk of transmission of the Covid-19 virus (Degli Esposti et al., 2021; Teeroovengadam et al., 2021). These things will directly impact the income or sales of a business's products.

The increase in sales that occurred in 2022 was due to the government revoking the Large-Scale Social Restrictions (PSBB) policy. With the revocation of PSBB, it shows that the government has been able to handle the pandemic and the risk of Covid-19 transmission has decreased. This allows the public or consumers to carry out various activities as before the pandemic, including visiting and buying coffee at 012 Roastery.

Based on the results of interviews with the owner of 012 Roastery, it was obtained that in 2021 (during the pandemic) many products were stored for a long time in the warehouse which caused their quality to decline. Coffee that is stored for too long will lose its freshness. Fresh coffee has a stronger and more distinctive taste and aroma (Błaszkiwicz et al., 2023). However, if coffee is stored for too long, especially if it is not stored in an airtight container, the quality of its freshness will decrease, resulting in coffee with a taste and aroma that is less attractive to consumers, thus affecting the quality of the coffee when it is made into a drink. This will affect consumer interest in buying products again at 012 Roastery which will also affect Product Sales.

Based on the Background That Has Been Described, The Researcher Is Interested In Conducting Research With The Title "The Influence Of Products And Prices On Consumer Repurchase Interest At 012 Roastery In Pontianak City.

Methods

In this study, the author uses a quantitative research method with an associative approach. According to Abubakar (2021): "Associative research is research that seeks the relationship between one variable and another". This study was conducted to determine the relationship between product variables, price and repurchase interest. According to Abdullah (2015): "Population is a collection of units whose characteristics will be studied, and if the population is too large, the researcher must take a sample (part of the population) for study". The population in this study are consumers who buy products at 012 Roastery. According to

Abubakar (2021): "A sample is a portion of the research population or an example of the entire research population". Thus, a sample is a portion of the population whose characteristics are to be studied, and can represent the entire population so that the number is less than the population. Because the population size is unknown, the minimum sample calculation uses the following formula:

$$n = Z^2 / 4(\text{moe})^2$$

Source: Sujarweni (2015, p. 155)

Information:

n = Number of samples

Z = The normal distribution level at a significance level of 5% = 1.96

moe = *margin of error max*, namely the maximum level of sampling error that is still tolerable or desired.

By using a maximum margin of error of 10%, the minimum number of samples that can be taken is:

$$n = 1.96^2 / 4(0.10)^2$$

$$n = 96.04 \text{ or } 96$$

Based on the calculation above, the sample in this study was 96 people. The researcher set a sample of 100 people. The sample selection in this study used the purposive sampling method. According to Abubakar (2021, p. 65): "Purposive sampling is a technique for determining samples from a number of populations based on certain characteristics or properties of the population". The considerations for selecting or the sample criteria used are:

Respondents must be at least 18 years old

Have already made a purchase

Results and Discussion

Multiple Linear Regression Analysis

Simple linear regression is a statistical method used to examine the relationship between independent variables (X) and dependent variables (Y). The following are the results of multiple linear regression analysis in this study:

Table 5. Multiple Linear Regression Test Results

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1,468	.412		3,561	.001
	Product	.251	.067	.327	3.725	.000
	Price	.352	.075	.411	4.687	.000

a. Dependent Variable: Repeat Purchase Interest

Source: Processed data, 2025

Based on Table 5, the multiple linear regression equation is obtained as follows:

$$Y = 1.468 + 0.251 X_1 + 0.352 X_2$$

The equation can be explained as follows:

Constant (β_0)

The constant value is 1.468, indicating that if the Product (X1) and Price (X2) are zero then the Repurchase Interest (Y) 012 Roastery is 1.468.

Product

The regression coefficient value of 0.251 shows that if Product (X1) increases by one unit, then Repurchase Interest (Y) 012 Roastery will increase by 0.251 units.

Price

The regression coefficient value of 0.352 shows that if the price (X2) increases by one unit, then the repurchase interest (Y) of 012 Roastery will increase by 0.352 units.

Correlation Coefficient (R)

The results of the correlation coefficient (R) test can be seen in Table 6 below:

Table 6. Results of Correlation Coefficient (R) and Determination Coefficient (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851 ^a	.724	.719	1,351
a. Predictors: (Constant), Product, Price				
b. Dependent Variable: Repeat Purchase Interest				

Source: Processed data, 2025

Table 6 shows that the correlation coefficient value or R is 0.851. This value shows that the relationship between the Product (X1) and Price (X2) variables with Repurchase Interest (Y) is very strong because the value is in the interval 0.80-1,000.

Coefficient of Determination (R²)

The coefficient of determination (R²) value can be seen in Table 6. The coefficient of determination (R²) value is 0.724 or 72.4%, which means that the contribution of the Product (X1) and Price (X2) variables in influencing the Repurchase Interest (Y) variable is 72.4%, while the remaining 27.6% is influenced by other variables not examined in this study.

Simultaneous Test (F Test)

The results of the simultaneous test (F test) can be seen in Table 7.

Table 7. Simultaneous Test Results (F Test)

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	624,839	2	312,420	16,762	.000 ^b
	Residual	1,807,921	97	18,638		
	Total	2,432,760	99			
a. Dependent Variable: Repeat Purchase Interest						
b. Predictors: (Constant), Product, Price						

Source: Processed data, 2025

Based on Table 7, it is known that the Fcount value is 16.762. The Fcount value will then be compared with the Ftable value. The Ftable value is obtained by the formula $df1 = k$ (number of variables) - 1 and $df2 = n$ (number of samples) - k. So $df1 = 3 - 1 = 2$ and $df2 = 100 - 3 = 97$, the significance level is 0.05, then the Ftable value is 3.09.

The Fcount value is $16.762 > Ftable 3.09$. Thus, H_0 is rejected and H_a is accepted, meaning that the multiple linear regression model can be used to predict repurchase interest influenced by the product and price of 012 Roastery.

Partial Test (t-Test)

The partial test (t-test) aims to determine the magnitude of the influence of each independent variable individually (partially) on the dependent variable. After testing using the SPSS 26 application, the results were obtained as can be seen in Table 4.19 below:

Table 8. Partial Test Results (t-Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,468	.412		3,561	.001
	Product	.251	.067	.327	3.725	.000
	Price	.352	.075	.411	4.687	.000
a. Dependent Variable: Repeat Purchase Interest						

Source: Processed data, 2025

The results of the t-test will then be compared with the t-table. The t-table value is 1.984. The results of the t-test (Partial) in Table 19 can be explained as follows:

The calculated t value of the Product variable (X1) is 3.725, which is greater than the t table of 1.984, so it can be concluded that H_0 is rejected and H_a is accepted, in other words, there is a significant partial influence between the relationship with the product and repurchase interest.

The calculated t value of the Price variable (X2) is 4.687, which is greater than the t table of 1.984, so it can be concluded that H_0 is rejected, and H_a is accepted, in other words there is a significant partial influence between the relationship with price and repurchase interest.

Conclusion

Based on the data analysis that has been done, it can be concluded that: The multiple regression equation is $Y = 1.468 + 0.251 X1 + 0.352 X2$. The correlation coefficient result is 0.851, meaning that the relationship between product and price variables and repurchase interest is in the very strong category. The determination coefficient R^2 results show that the contribution of product and price variables in influencing the rise and fall of repurchase interest of 012 Roastery is 72.4% and the remaining 27.6% is explained by other variables outside the regression model. The results of the simultaneous test (F test) in this study showed an F count value of $16.762 > 3.09$ F table. Thus, it can be concluded that simultaneously product and price have a significant effect on the decline in repurchase interest of 012 Roastery. The results of the partial test (t test) on the product variable show a t count value of $3.725 > 1.984$ t table, meaning that there is a significant partial influence between the product variable (X1) and repurchase interest (Y). Meanwhile, the price variable has a calculated t value of $4.687 > 1.984$

t table, meaning that there is a significant partial influence between the price variable (X2) on repurchase interest (Y).

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