

## **The Effect of Price, Product and Place on the Purchase Decision of Kopi Janji Jiwa Samarinda in Islamic Economic Perspective**

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### **ABSTRACT**

This study aims to determine the effect of price, product and place on purchasing decisions for Kopi Jiwa Samarinda in the perspective of Islamic economics. This study employed a descriptive associative design. We used non-probability accidental sampling to recruit 100 respondents who participated in a survey using questionnaires and also provided observational data. For data analysis, we performed validity and reliability tests, followed by classical assumption testing for normality, multicollinearity, heteroscedasticity, autocorrelation, and linearity. Finally, we conducted multiple linear regression analysis using t-tests, F-test, and R-squared. The results indicated that price did not significantly affect purchase decisions for Kopi Janji Jiwa Samarinda, while product characteristics did. Place also had no significant impact. However, all three variables together significantly influenced purchase decisions.

Penelitian ini bertujuan untuk mengetahui pengaruh harga, produk, dan tempat terhadap keputusan pembelian Kopi Janji Jiwa Samarinda dalam perspektif ekonomi Islam. Penelitian ini menggunakan desain deskriptif asosiatif. Sampel diambil menggunakan metode non-probabilitas aksidental sampling dengan jumlah 100 responden yang berpartisipasi dalam survei menggunakan kuesioner dan juga memberikan data observasi. Analisis data dilakukan dengan uji validitas dan reliabilitas, dilanjutkan dengan uji asumsi klasik untuk normalitas, multikolinearitas, heteroskedastisitas, autokorelasi, dan linearitas. Terakhir, dilakukan analisis regresi linear berganda menggunakan uji-t, uji-F, dan R-squared. Hasil penelitian menunjukkan bahwa harga tidak berpengaruh signifikan terhadap keputusan pembelian Kopi Janji Jiwa Samarinda, sedangkan karakteristik produk berpengaruh signifikan. Tempat juga tidak berpengaruh signifikan dalam perspektif ekonomi Islam. Namun, ketiga variabel tersebut secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian.

## Introduction

The development of the culinary business is currently very fast, both in terms of quality and quantity. This is marked by the emergence of various culinary businesses such as restaurants and popular catering businesses (starting from cafes, coffee shops, bakeries and steak houses).<sup>1</sup> With the presence of a variety of culinary businesses, it is expected to be able to contribute to Indonesia's economic growth. In the face of increasingly fierce business competition, many companies are consumer-oriented. In the sense of focusing on consumers, so that the marketing strategy aims to improve consumer purchasing decisions.<sup>2</sup>

So that in this era of globalization demands changes in every field, especially marketing. High global competition and conditions full of uncertainty force companies to excel in winning the competition. The development of technology and industry has an impact on human life, especially in today's business world. The number of coffee shop businesses that have sprung up, both small and large coffee shops have an impact on fierce competition. Thus, companies that apply the marketing concept must pay close attention to consumer behavior and the various factors that influence their purchasing decisions. The marketing concept itself is a way for companies to achieve the goals that have been set by knowing what consumers need and expect effectively and efficiently.<sup>3</sup>

Sales are very important for the company, sales aim to achieve the target of sales volume and earn profits in order to support the company's growth. Given the tight competition, companies must be active and creative in marketing their products, one of the factors that play a role in marketing products is promotion.<sup>4</sup>

The other factors that consumers consider in deciding to make a purchase are product and price. Usually, consumers are more interested in products that are of good quality, unique and have attractive packaging/appearance.<sup>5</sup>

Price is also one of the important considerations for consumers in deciding to purchase, the price set by each company causes the demand for the product to be not the same. Of course, in setting the price, the company considers many things, starting from the price of

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<sup>1</sup> Aprillia Dewi Ratnasari and Harti, "Pengaruh Kualitas Produk, Harga, Lokasi, dan Kualitas Layanan Terhadap Keputusan Pembelian di Djawi Lanbistro Coffee and Resto Surabaya," *Jurnal Pendidikan Tata Niaga (JPTN)* 4, no. 3 (August 17, 2016): 2, <https://doi.org/10.26740/jptn.v4n3.p0p>.

<sup>2</sup> Anwar, I., & Satrio, B. "The Influential Anwar and Budhi Satrio, "Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian," *Jurnal Ilmu Dan Riset Manajemen (JIRM)* 4, no. 12 (2015): 15, <http://jurnalmahasiswa.stesia.ac.id/index.php/jirm/article/view/3146>.ce of Price and Product Quality on Purchase Decisions." *Journal of Management Science and Research* 4 (12) (2015): 15

<sup>3</sup> Ghanimata, F., & Fifyanita Ghanimata and Mustafa Kamal, "Analisis Pengaruh Harga, Kualitas Produk, Dan Lokasi Terhadap Keputusan Pembelian (Studi Pada Pembeli Produk Bandeng Juwana Elrina Semarang)," *Diponegoro Journal of Management* 1, no. 4 (2012): 10. Kamal, M. "Analysis of the Effect of Price, Product Quality, and Location on Purchase Decisions." *Diponegoro Journal Of Management* 1(2) (2012): 10.

<sup>4</sup> Angga Hergastyasmawan, "Pengaruh Bauran Pemasaran (Produk, Lokasi, Harga, Promosi, Dan Pelayanan) Terhadap Keputusan Pembelian Konsumen Perspektif Etika Bisnis Islam Di Warung Ayam Geprek 'Preksu' Tahun 2018" (Thesis, Universitas Islam Indonesia, 2018), 25, <https://dspace.uii.ac.id/handle/123456789/8853>.

<sup>5</sup> Santri Zulaicha and Rusda Irawati, "Pengaruh Produk Dan Harga Terhadap Keputusan Pembelian Konsumen Di Morning Bakery Batam," *Inovbiz: Jurnal Inovasi Bisnis* 4, no. 2 (December 1, 2016): 124, <https://doi.org/10.35314/inovbiz.v4i2.76>.

basic materials (raw), competitors, product durability/quality and even the goals of the company itself.<sup>6</sup>

In Samarinda City, there are 10 Kopi Janji Jiwa shops in different locations. The places listed in the table above are places that must be chosen correctly in order to attract buyers or consumers. Place is also a consideration for consumers in deciding to purchase, and usually strategic places are visited by more consumers, for example close to public transportation, markets, schools, recreation and so on which makes consumers do not need to spend more energy or costs to reach them.

What is meant by purchasing decisions is a process where consumers determine to buy a product from the many alternatives or other product choices that can benefit the company.

Coffee is one of the leading drinks in our country today, this is indicated by the number of coffee shops that have sprung up in various regions. So that requires coffee shop owners to know consumer behavior and the factors that influence their purchasing decisions. And every coffee shop owner must be able to maintain their products in accordance with the wishes of consumers.<sup>7</sup>

The reason the researcher chose Kopi Janji Jiwa is because of the rise of the Coffee business in the world and one of them is Indonesia, the researchers are interested because Kopi Janji Jiwa already has a Halal label and is certified Halal from LPPOM-MUI in 2021 and has more than 900 outlets in Indonesia. and also received an award as the Top Brand Award Coffee Cafe 2020-2022 and MURI the fastest growing Coffee Shop in one year.

## **Theoretical Framework**

### **1. Islamic Marketing Strategi**

Strategy is a series of plans prepared by the company in achieving a goal. So that in achieving these goals a step is needed, for example when the company wants to marketing / selling goods to consumers, it takes the right steps. Marketing strategy is a set of goals, objectives and various policies that can direct the company in marketing the products or services produced in the face of increasingly fierce competition and changing every time.<sup>8</sup>

Marketing in Islam is all actions carried out in business starting from value creating activities that have the possibility that anyone who runs it can grow and be efficient in its benefits based on an honest, fair, open and sincere attitude in accordance with the principles of the contract. with Islamic teachings.<sup>9</sup> In addition, Islam prohibits the existence of elements of manipulating (fraud) in trading activities or muamalah including marketing. Islam encourages its followers to market products and set prices honestly.

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<sup>6</sup> Wahyu Nurul Faroh, "Analisa Pengaruh Harga, Promosi, Dan Pelayanan Terhadap Keputusan Pembelian," *Journal Ilmiah Prodi Manajemen* 4, no. 2 (2017): 4.

<sup>7</sup> Christania AS Wowor, Bode Lumanauw, and Imelda WJ Ogi, "Pengaruh Citra Merek, Harga Dan Gaya Hidup Terhadap Keputusan Pembelian Kopi Janji Jiwa Di Kota Manado," *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi* 9, no. 3 (2021): 1058–68.

<sup>8</sup> Assauri Sofyan, *Manajemen Pemasaran* (Jakarta: Raja Grafindo Persada, 2017), 168.

<sup>9</sup> Tati Handayani and Muhammad Anwar Fathoni, *Buku Ajar Manajemen Pemasaran Islam* (Deepublish, 2019).

Therefore, honesty and truth are important characters in trading and are blessed by Allah SWT.

## 2. Prices in Islamic Economic Perspective

In the view of Islamic economics, prices are based on market mechanisms, meaning that prices are determined by supply and demand in the market.<sup>10</sup> This meeting between supply and demand must be based on the principle of willingness (no coercion between the two parties) and no party will oppress and be oppressed by the predetermined price level. So that price fixing in Islam is not only concerned with profit alone but the common interest.<sup>11</sup>

Yusuf Qardhawi explained that it is not permissible in Islam to determine the price by forcing the seller. However, if the determination of the price creates justice in society, such as establishing a law so as not to sell above the market price, then this is allowed and even required.<sup>12</sup>

Prices in the perspective of Islamic economics are based on the Qur'an Surah Al-Maidah verse 1, namely:

يَا أَيُّهَا الَّذِينَ آمَنُوا أَوْفُوا بِالْعُقُودِ أُحِلَّتْ لَكُمْ بَهِيمَةُ الْأَنْعَامِ إِلَّا مَا يُتْلَى عَلَيْكُمْ غَيْرِ مُحِلِّي الصَّيْدِ وَأَنْتُمْ حُرْمٌ  
إِنَّ اللَّهَ يُحْكُمُ مَا يُرِيدُ

*Translation: O you who believe! Fulfill promises. Livestock are lawful for you, except those that will be mentioned to you, by not lawful hunting while you are in ibram (Hajj or Umrah). Verily, Allah sets the law according to what He wills. (Surat al-Ma'idah verse 1)*

The price indicators according to Kotler and Armstrong used to measure prices are:

- a. Price affordability is the ability of consumers to reach a set price.
  - b. Price compatibility with product quality, namely whether or not the price is set with the quality perceived by consumers for the product.
  - c. Price competitiveness, namely the price set by the seller, whether it is according to the market average, lower or even higher.
  - d. Price compatibility with benefits, namely whether or not the price paid by consumers is matched to the benefits obtained after using a product to give birth to satisfaction.
- ## 3. Products in Islamic Economic Perspective

In Islam, the products offered must be halal, thoyyib, and of good quality. While production is the starting point in economic activity, even in the Qur'an itself commands humans to carry out production activities as a source of income, a form of hard work in living life as well as an effort to manage and develop the resources that exist in the universe.

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<sup>10</sup> Abdullah Amrin, *Strategi Pemasaran Asuransi Syariah* (Jakarta: Grasindo, 2007), 1.

<sup>11</sup> Sumarin, *Ekonomi Islam: Sebuah Pendekatan Ekonomi Mikro Perspektif Islam* (Yogyakarta: Graha Ilmu, 2013), 173.

<sup>12</sup> Yusuf al-Qardhawi, *Norma dan Etika Ekonomi Islam* (Gema Insani, 2022), 257.

So that in Islam production occupies a very important position for human life, because with the existence of production activities it can support the implementation of worship to Allah SWT so that working / trying in Islam is a obligation. As explained in Surah Al- Jumu'ah verse 10:

*Translation: "When the prayer has been performed, then you are scattered on the earth; seek the bounty of Allah and remember Allah much so that you may be successful." (Surat al-Jumu'ah: 10)*

Some product indicators according to Kotler and Armstrong are:

- a. The delicacy of taste is the taste that is given according to the amount that has been provided
  - b. Product features, namely additional aspects to improve the function of the product and increase consumer interest in the product.
  - c. Product durability, which is how long a product can last before the product must be replaced.
4. Place in Islamic Economic Perspective

Place is one of the determinants of the success of a business, therefore in determining the location of a business or business one must pay attention to various aspects such as traffic conditions, crowds (eg close to the market), the availability of raw materials, labor, the community environment and the accessibility of consumers in reaching the location. effort.<sup>13</sup> So that the determination of the place is a competitive factor that can attract customers to decide on a purchase.

In Islam the selection of a strategic place must consider various things, especially the environment, where business people are required to have a great responsibility to the environment such as not damaging the environment, not polluting, not harming the surrounding environment and so on because Islam itself prohibits all activities that can damage the environment.<sup>14</sup> As explained in the Qur'an Surah Al-A'raf verse 56, namely:

وَلَا تُفْسِدُوا فِي الْأَرْضِ بَعْدَ إِصْلَاحِهَا وَادْعُوهُ خَوْفًا وَطَمَعًا إِنَّ رَحْمَتَ اللَّهِ قَرِيبٌ مِّنَ الْمُحْسِنِينَ

*Translation: "And do not do mischief on the earth after (created) well. Pray to Him with fear and hope. Verily, the mercy of Allah is near to those who do good." (Surat al-A'raf: 56)*

Some indicators of place according to Fandy Tjiptono quoted by Nuril LailatulMaziah are:

- a. Access is a place that is easily accessible by means of transportation.
- b. Visibility is whether or not a location can be seen clearly from a viewing distance.
- c. Traffic, namely whether or not the location can be passed by many people.
- d. Safe, spacious and comfortable parking.

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<sup>13</sup> Raymond Biantoro, "Pengaruh Lokasi Dan Harga Terhadap Keputusan Pembelian Produk Martabak BAPR," *Jurnal Performa: Jurnal Manajemen Dan Start-up Bisnis* 6, no. 1 (June 7, 2021): 42, <https://doi.org/10.37715/jp.v6i1.1911>.

<sup>14</sup> Erinne Yuliana, "Pengaruh Lokasi Dan Kelengkapan Produk Terhadap Keputusan Pembelian Produk Buku Pada Konsumen Gramedia Bigmall Samarinda," *eJournal Administrasi Bisnis* 7, no. 3 (2019): 1163.

## 5. Purchase Decision in Islamic Economic Perspective

The decision to buy is the selection of two or more alternative purchasing decisions, meaning that a person can make a decision. Consumer purchasing decisions start from consumer awareness of the needs and desires so that it is continued with efforts to fulfill these needs/wants. Purchasing decision is a process in choosing or making choices from other alternative choices.<sup>15</sup>

In Islam itself, in making purchasing decisions in buying a product that is guaranteed to be halal and thayib (good, clean and holy) from the material it contains, the processing must be good and safe for consumption. So that in deciding to buy an item or service, the following must be considered: the goods are not haram both in substance and how to get them.<sup>16</sup>

The advice in Islam is that when making a purchase decision, consumers must assume the function of the goods purchased, not according to their desires. In the Qur'an Surah Al- Maidah verse 100 it is explained that:

قُلْ لَا يَسْتَوِي الْخَبِيثُ وَالطَّيِّبُ وَلَوْ أَعْجَبَكَ كَثْرَةُ الْخَبِيثِ فَاتَّقُوا اللَّهَ يَا أُولِي الْأَلْبَابِ لَعَلَّكُمْ تُفْلِحُونَ ۝

*Translation: Say (Muhammad), "The bad is not the same as the good, even though the abundance of evil attracts your heart, so fear Allah, O people who have common sense, so that you will be lucky." (Surat al-Maidah: 100)*

Purchasing decision indicators according to Kotler and Armstrong are as follows:

- a. Buying stability after knowing product information is related to producing high quality products that have an impact on consumer trust and satisfaction.
- b. Decided to buy because of the most preferred brand
- c. Buy because it suits your wants and needs
- d. Bought because of other people's recommendations

## Research Methods

In this research, the type of research used is quantitative research. Quantitative research is research that is carried out by collecting data in the form of numbers, or it can also be in the form of sentences that are changed in the form of numbers which are then analyzed to obtain information.<sup>17</sup> This study uses a descriptive analysis approach, namely research that aims to prove the truth of the hypothesis according to the conditions that occur.<sup>18</sup>

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<sup>15</sup> Ossya Errikayasa Ervando, "Pengaruh Citra Merek Dan Perluasan Merek Terhadap Keputusan Pembelian Kopiko White Coffe," *Jurnal Ilmu Manajemen* 2, no. 4 (2014), <https://ejournal.unesa.ac.id/index.php/jim/article/view/10216>.

<sup>16</sup> Muhammad Ridwan, Isnaini Harahap, and Pangeran Harahap, "Keputusan Pembelian Melalui Situs Belanja Online Terhadap Perilaku Konsumtif Masyarakat Dalam Perspektif Ekonomi Islam:," *J-EBIS (Jurnal Ekonomi Dan Bisnis Islam)*, 2018, 16, <https://doi.org/10.32505/v3i2.1241>.

<sup>17</sup> Nanang Martono, *Metode Penelitian Kuantitatif: Analisis Isi dan Analisis Data Sekunder* (Jakarta: RajaGrafindo Persada, 2010).

<sup>18</sup> Jusuf Soewadji, *Pengantar Metodologi Penelitian* (Mitra Wacana Media, 2012).

The population in this study is the Consumers / Buyers of Kopi Janji Jiwa Samarinda. The population is not known for certain the number of consumers who will be sampled, so this population includes an unlimited or infinite population.<sup>19</sup>

The sample is part of the population that you want to study that has characteristics or similarities with the population.<sup>20</sup> The sampling technique in this research is non-probability sampling using incidental sampling method (accidental). Incidental sampling technique is a technique in determining the sample based on chance, so that anyone who happens to meet the researcher if it is considered that person is suitable as a sample.<sup>21</sup>

Primary data is data that researchers get directly from the main source (no intermediaries). Primary data in this study comes from the results of questionnaires that have been filled in by respondents who are consumers/buyers of Kopi Janji Jiwa Samarinda.

Secondary data sources are data that are already available so we just need to find and collect.<sup>22</sup> We can obtain these secondary data sources indirectly, such as journals, previous theses, documents, articles and the internet to complete the research data.

Observation is a data collection technique that is done by observing and recording the symptoms or phenomena that occur.<sup>23</sup> There are several types of observations, namely direct observation, indirect observation, and participatory observation.<sup>24</sup>

As for in this study, researchers will observe in Kopi Janji Jiwa Samarinda and focus on consumer perceptions about the influence of price, product and place on purchasing decisions for Kopi Jiwa Samarinda.

Questionnaire is a method of collecting data by researchers by providing a set of written statements to respondents to answer. The scale used in this study is the Likert scale. According to Sugiono, the Likert scale is a scale that is useful for measuring a person's attitudes, perceptions or opinions about existing phenomena.<sup>25</sup> The Likert scale has 5 ratings, which are as follows:

Table 1. Questionnaire Answer Score Guidelines

No.	Symbol	Information	Score
1.	SS	Strongly agree	5
2.	S	Agree	4
3.	N	Neutral	3
4.	TS	Don't agree	2

<sup>19</sup> Husaini Usman and Purnomo Setiady Akbar, *Pengantar Statistika* (Jakarta: Bumi Aksara, 2020).

<sup>20</sup> Bambang Prasetyo and Lina Miftahul Jannah, *Metode Penelitian Kuantitatif: Teori dan Aplikasi* (RajaGrafindo Persada, 2005).

<sup>21</sup> Munawaroh, *Panduan Memahami Metodologi Penelitian* (Intimedia, 2013).

<sup>22</sup> Jonathan Sarwono, *Analisis Data Penelitian Menggunakan SPSS* (Yogyakarta: Andi Publisher, 2006).

<sup>23</sup> Cholid Narbuko and Abu Achmadi, *Metodologi Penelitian* (Bumi Aksara, 2013).

<sup>24</sup> Hadeli, *Metode Penelitian Kependidikan* (Quantum Teaching, 2006).

<sup>25</sup> Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D* (Bandung: Alfabeta, 2013).

5.	STS	Strongly Disagree	1
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In this case, collecting data from respondents through a questionnaire instrument by making a series of statements that are distributed online or offline to anyone who coincidentally meets a researcher who meets the criteria or is a coffee consumer of Kopi Janji Jiwa Samarinda.

The technique of collecting data with the documentation method is a way to find data or information from books, notes, transcripts and newspapers. Data collection techniques using this method are considered easier with other data collection techniques such as observation, questionnaires and documentation.

Researchers used quantitative data analysis methods using SPSS version 22 software. The techniques used in data analysis were validity test: a test that aims to see the extent to which the instrument (questionnaire) records/measures what is intended to be measured and the extent to which respondents understand the questionnaire items.<sup>26</sup> Validity testing is done by comparing the results of the calculated  $r$  value with  $r$  table with  $(df) = n-2$  and an alpha of 5% (0.05). If the value of  $r$  count  $>$   $r$  table and the value of  $r$  is positive, then the item is declared valid.<sup>27</sup>

## Results and Discussion

### 1. Tests Results

In this Validity Test using  $r$  table with the formula  $df = (N-2)$  with a significant level of 0.05 or 5%. The test uses a two-way test because it is known from the hypothesis used. So,  $df = (50-2) = 48$ . The results above show that all statement items have a correcter-total correlation ( $r$ -count)  $>$   $r$ -table with a significant rate of 5% ( $\alpha = 0.05$ ) and  $n = 48$ . So, all question items in this study were declared valid because the  $r$ -count value was greater than the  $r$ -table. Therefore, all items in this questionnaire statement can be used for further testing.<sup>28</sup>

The following are the results of the reliability test that has been processed:

**Table 2. Reliability Test Results**

No	Variable	Cronbach Alpha	Information
1	Price (X1)	0.850	Reliable
2	Product (X2)	0.838	Reliable
3	Place (X3)	0.935	Reliable
4	Purchase Decision Y)	0.875	Reliable

<sup>26</sup> Jerry Anggriawan and Ida Ayu Sri Brahmayanti, "Pengaruh Produk, Harga Dan Tempat Terhadap Keputusan Pembelian Konsumen Di PT. Finele (Amala Gold Shop) Pasar Atom Mall Surabaya," *Jurnal Ekonomi Dan Bisnis* 1, no. 1 (2016), <https://jurnal.untag-sby.ac.id/index.php/JEB17/article/view/634/>.

<sup>27</sup> Nugroho Bhuono Agung, *Strategi Jitu Memilih Metode Statistik Penelitian dengan SPSS* (Andi, 2005), [http://lib-ft.upi-yai.ac.id/index.php?p=show\\_detail&id=55316&keywords=](http://lib-ft.upi-yai.ac.id/index.php?p=show_detail&id=55316&keywords=).

<sup>28</sup> Anggriawan and Brahmayanti, "Pengaruh Produk, Harga Dan Tempat Terhadap Keputusan Pembelian Konsumen Di PT. Finele (Amala Gold Shop) Pasar Atom Mall Surabaya," 19.



Source: Processed by Authors (2023).

Table 2 above shows that all variables are declared reliable because they have passed the Reliability Coefficient, namely the Cronbach Alpha value, which is  $> 0.60$ , so it can be concluded that all question items in this study are feasible to be used as measuring tools.

The following are the results of the normality test that has been processed:

**Table 3. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters, B	mean	0.0000000
	Std. Deviation	4.66929234
Most Extreme Differences	Absolute	0.083
	Positive	0.057
	negative	-0.083
Test Statistics		0.083
asymp. Sig. (2-tailed)		.085c

Based on the table shows that these results indicate the value of Asymp.Sig. (2-tailed) of  $0.085 > 0.05$ , which means that the data in this study is normally distributed.

**2. The Influence of Price on the Purchase Decision of Kopi Janji Jiwa Samarinda in the Perspective of Islamic Economics**

After testing the price variable on the purchasing decision variable, the price variable has a tcount value of  $-0.119$ , which means it is smaller than ttable of  $1.984$ . Then the significant value is  $0.095$ , which means it is greater than  $0.05$ . The value of tcount is negative which indicates that the relationship between the variables is in the opposite direction, which means that if the price variable is high, the purchasing decision variable is low and vice versa. So, the test results of the price variable have a negative and no significant effect on the purchasing decision of the Kopi Janji Jiwa Samarinda.

Empirically proves that price does not have a positive and significant direct effect on the purchasing decision of Kopi Janji Jiwa Samarinda. That is, the number of consumers who make purchases on the Kopi Janji Jiwa Samarinda product is not only seen from the price, which is the main priority in buying the products of Kopi Janji Jiwa Samarinda.

From the results of the analysis of the price description, it is not the main reason for the respondents to purchase the Kopi Janji Jiwa product online or not, this is because there are many consumer considerations to find out which products are purchased as desired because there are still many sellers who provide low prices but with almost the same quality.

The results of this study are in line with the research conducted by Khumaira et al. that the price has no significant effect on the decision to purchase Kapal Api coffee in

Lumajang.<sup>29</sup> However, the results of this study is different from Nisa et al which in the results of their research stated that the price has a significant effect on purchasing decisions.<sup>30</sup>

### **3. The Effect of Products on the Purchase Decision of Kopi Janji Jiwa Samarinda in the Islamic Economic Perspective**

After conducting a test between product variables on purchasing decisions, the product variable has a tcount value of 5.190, which means this value is greater than ttable of 1.984. Then a significant value of 0.000 which means it is smaller than 0.05. So, the results of the product variable test have a significant effect on the purchasing decision of Kopi Janji Jiwa Samarinda.

Empirically proves that the product has a positive and significant effect on the purchasing decision of Kopi Janji Jiwa Samarinda, this means that the better the delicacy of taste, product features and durability of the product that is conveyed by consumers directly has a high influence in deciding to buy Kopi Janji Jiwa products. Products are very important for consumers because consumers can see directly the product menus at Kopi Janji Jiwa Samarinda.

The results of this study are in line with Ratnasari et al that the product has a significant effect on purchasing decisions at Djawi Landistro Coffee and Resto Surabaya.<sup>31</sup> However, this result is different from Rumondor et al which stated that that product has no significant effect on purchasing decisions at the Rumah Kopi dan Mie Toronata in Kawangkoan.<sup>32</sup>

### **4. The Influence of Place on the Purchase Decision of Kopi Janji Jiwa Samarinda in an Islamic Economic Perspective**

After testing the place variable (X3) on the purchasing decision variable, the place variable has a tcount of 1.107, which means this value is smaller than ttable of 1.984. Then the significant value is 0.271, which means it is greater than 0.05. So the results of the place variable test do not have a significant influence on the purchasing decision of the Kopi Janji Jiwa Samarinda.

Empirically proves that Place does not have a positive and significant direct influence on the purchasing decision of Kopi Janji Jiwa Samarinda. This means that in some of the Kopi Janji Jiwa Samarinda places there are still parking spaces that are not spacious even though they are on the edge of the highway and some where there is still no prayer room. It can be concluded that H0 is accepted, H1 is rejected. Therefore, the place

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<sup>29</sup> Khumairo Khumairo, Ninik Lukiana, and Kasno T. Kasim, "Pengaruh Citra Merek Dan Harga Terhadap Keputusan Pembelian Kopi Kapal Api Di Lumajang," in *Progress Conference*, vol. 1, 2018, 262–70.

<sup>30</sup> Khairun Nisa, Fauzi Arif Lubis, and Nurul Inayah, "Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian (Studi Kasus : Kopi Janji Jiwa Setia Budi, Kec. Medan Selayang)," *JIKEM: Jurnal Ilmu Komputer, Ekonomi Dan Manajemen* 2, no. 2 (July 12, 2022): 1357–73.

<sup>31</sup> Ratnasari and Harti, "Pengaruh Kualitas Produk, Harga, Lokasi, dan Kualitas Layanan Terhadap Keputusan Pembelian di Djawi Lanbistro Coffee and Resto Surabaya."

<sup>32</sup> Priskyla Wenda Rumondor, Altje L. Tumbel, and Imelda W. J. Ogi, "Pengaruh Kualitas Produk, Harga, Dan Word of Mouth Terhadap Keputusan Pembelian Pada Rumah Kopi Dan Mie Toronata Di Kawangkoan," *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi* 5, no. 2 (June 12, 2017), <https://doi.org/10.35794/emba.5.2.2017.16084>.

variable does not have a significant effect on the purchasing decision of Kopi Janji Jiwa Samarinda. The place variable has no effect on purchasing decisions due to access, visibility, traffic, parking and the surrounding environment.

The results of this study are in line with research conducted by Erlangga et al. They stated that the location or place does not have a significant effect on purchasing decisions for coffee drinks at Halu Kopinpirasi.<sup>33</sup> However, this result is different from Rafliatha et al. who stated that place has a significant effect on the purchasing decision of Kopi Kenangan.<sup>34</sup>

## **5. Simultaneous Influence of Price, Product and Place on the Purchase Decision of Kopi Janji Jiwa Samarinda in the Islamic Economic Perspective**

After testing all independent variables on the dependent variable, all X variables have an Fcount of 30.713, which means that it is greater than Ftable of 2.70. Then it has a significant value of 0.000 which means it is smaller than 0.05. So, the results of the test of price, product and place variables simultaneously have a positive and significant effect on the purchasing decision of Kopi Janji Jiwa Samarinda.

The coefficient of determination is assessed from the Adjusted R Square of 0.490. So, the contribution of the influence of the independent variables, namely price, product and place to the dependent variable, namely purchasing decisions in this study is 49.0% while the remaining 51.0% is influenced by other variables not included in this study.

The results of this study are in line with research conducted by Erlangga et al. that the location or place does not have a significant effect on purchasing decisions for coffee drinks at Halu Kopinpirasi.<sup>35</sup> Then this result is different from Rafliatha et al. who stated that place has a significant effect on the purchasing decision of Kopi Kenangan.<sup>36</sup>

## **Conclusion**

This study investigated the influence of price, product, and place on purchasing decisions for Kopi Janji Jiwa Samarinda through the lens of Islamic economics. Analyzing survey and observational data from 100 respondents, the study revealed that while price did not significantly impact purchase decisions, product characteristics held a strong influence, indicating that consumers prioritize factors beyond pricing when choosing Kopi Janji Jiwa. The study found no significant effect of location within an Islamic economic perspective. Interestingly, when considered together, all three variables – price, product, and place – were found to collectively influence purchase decisions, explaining nearly half of the observed variation. Based on the conclusions above, future studies could explore

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<sup>33</sup> Rezha Erlangga, Johnny RE Tampi, and Johny AF Kalangi, "Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Minuman Kopi Pada Halu Kopinspirasi," *Productivity* 1, no. 2 (2020): 197–202.

<sup>34</sup> Muhammad Rafliatha, Suharyati Suharyati, and Lina Aryani, "Analisis Keputusan Pembelian Online Kopi Kenangan Ditinjau Dari Pengaruh Marketing Mix," *Konferensi Riset Nasional Ekonomi Manajemen Dan Akuntansi* 2, no. 1 (March 12, 2021): 1415–27.

<sup>35</sup> Erlangga, Tampi, and Kalangi, "Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Minuman Kopi Pada Halu Kopinspirasi."

<sup>36</sup> Rafliatha, Suharyati, and Aryani, "Analisis Keputusan Pembelian Online Kopi Kenangan Ditinjau Dari Pengaruh Marketing Mix."

additional independent variables impacting purchasing decisions within the realm of Islamic economics, potentially deepening our understanding of consumer behavior in this context.

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