

# The Influence of Location, Product Price, and Social Media Marketing on Purchase Decision (Case Study of UPN “Veteran” East Java Fore Coffee Customers Merr Surabaya Branch)

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## ABSTRACT

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*Fore ; Location ; Price ; Social Media Marketing ; Purchase Decision*

Consumers make a decision to make a purchase influenced by several factors, including location, product price, and marketing strategies through social media. This study was conducted with the aim of analyzing how the influence of location, product prices, and marketing through social media on purchasing decisions of Fore Coffee Surabaya Merr Branch customers who are students of the National Development University “Veteran” East Java. This study uses a quantitative method with a survey method. Data was obtained through questionnaires distributed to 100 respondents who are active undergraduate students of the National Development University “Veteran” East Java who have purchased Fore Coffee products at the Merr Surabaya branch at least once. The data analysis technique used in this research is multiple linear regression analysis with the help of the IBM SPSS Statistics 26 application. The results showed that simultaneously, the location variable (X1), product price (X2), and social media marketing (X3) had a positive and significant effect on the purchase decision variable (Y). However, partially, the location variable (X1) does not have a significant effect on the purchase decision variable (Y). Meanwhile, the product price variable (X2) and social media marketing (X3) each have a significant positive effect on the purchase decision variable (Y). The results of these findings indicate that Fore Coffee Merr Surabaya Branch can increase consumer purchasing decisions by maintaining a competitive pricing strategy, maximizing the effectiveness of Marketing through social media, and considering location factors as support.

## INTRODUCTION

Business is a general term given to describe all activities and institutions that produce goods and services in everyday life. In today's digital age, the use of internet technology is always utilized by its users to support business activities. The internet has an important role as one of the bridges to convey information needed by the community. The use of the internet in the business sector has an impact on efficiency for operational purposes so that it can create good relationships with customers (Rantelembang, et

al in Zakiyah & Hariasih 2023). Indonesia is a country rich in natural resources, with coffee products being one of the most productive agricultural products and a potential avenue for MSME business expansion, (Adiningrum, et al., 2020). One business that has a great opportunity with promising results for business people is the coffee shop business.

In 2025, Surabaya City faces a significant transformation in the world of coffee shops. Various creative innovations were created by coffee shop owners, making this city a paradise for coffee lovers. Coffee shops in Surabaya are not only used as a place

to enjoy a cup of coffee, but also as a place to gather, chat with the closest people, work remotely, and to do assignments for students. Just like the innovation created by Fore Coffee, which implements a Green Marketing system by paying attention to environmental sustainability. One of them is by using product packaging that supports the 4R concept or Reuse, Reduce, Recycle, and Recover.

Marketing has an important role in society because it involves various aspects of life, including the economic and social fields. Companies can determine the most appropriate marketing strategy to get the best profit in the short and long term. A good marketing strategy will encourage many consumers to buy these goods or services (Aditya & Rusdianto, 2023). Business location selection is a strategic decision that has a major impact on company operations. The right location can reduce transportation costs (Azmi et al., 2022).

There are several local coffees in Surabaya that topped the Top Brand Award, apart from Fore Coffee there is also Kopi Kenangan, Janji Jiwa, and also Kulo.

Brand Name	2020	2021	2022	2023	2024
Janji Jiwa	29,80	39,50	38,30	39,50	44,80
Kopi Kenangan	-	-	42,60	-	39,00
Fore	5,10	6,40	6,50	7,50	6,90
Kulo	13,60	12,40	10,20	6,30	5,40

**Table 1. Indonesia’s Top Brand Award 2024**  
**Source : Top Brand Award 2024**

Based on the figures and details in the table above, it can be seen that Fore Coffee is included in the Top Brand Award in the coffee shop category for 4 consecutive years and occupies the 3rd position in 2024 with a percentage of 6.90% after Kopi Kenangan with a percentage of 39.00% and Janji Jiwa with a percentage of 44.80% and then followed by Kulo which occupies the 4th place with a percentage of 5.40%. This shows that Fore Coffee has a fairly strong brand position in the market, because many consumers recognize, choose, and foster high loyalty. Fore Coffee has 200 branches spread across 45 cities throughout Indonesia to Singapore. Currently Fore Coffee has opened 11 branches in Surabaya (Source: <https://fore.coffee>). Fore Coffee opens various branches in various locations such as city centers, malls to shophouses that are easily found by the people of Surabaya. However, this research only focuses on one of the Fore Coffee branches located on Jl. Dr. Ir. H. Soekarno No.396 MERR, Surabaya City.

The first problem faced by Fore Coffee Merr Branch is in terms of inadequate location of parking lots for customers. Customers have difficulty parking their vehicles, especially during peak hours at lunchtime, especially Fore Coffee Merr Branch is located around office and campus areas. Second, the price of the product provided is quite “pricy”, which means that the price of Fore Coffee products is relatively high compared to competing coffee shops such as Kopi Kenangan, Janji Jiwa and Kulo. This is not in accordance with the pocket money of students who want to purchase Fore Coffee products.

Third, the payment method applied is cashless, which means that Fore Coffee does not accept payments in cash but uses QRIS or debit cards. Customers find it difficult to make payments if there are sudden network constraints. Third, Fore Coffee's social media marketing is considered to be less attractive to customers to purchase products. Customers are less moved to make purchases due to passive marketing activities carried out.

This problem is related to previous research conducted by Raziq in 2024 entitled “The Effect of Product Quality, Price Selection, and Digital Publicity on Purchasing Decisions for Fore Coffee in Bekasi”. This study used a survey method and purposive sampling technique. Data was collected from 100 Fore Coffee customer respondents in Bekasi.

The results showed that product quality, price selection, and digital publicity have a positive and significant effect on consumer purchasing decisions at Fore Coffee Bekasi. Product quality has the most influence in influencing customers to purchase products. There are differences in previous research with this study, namely in the independent variables used by the author and the sample used is also too broad. As well as being supported by research conducted by Cahyo, et al. in 2024 with the title “The Effect of Promotion, Service Quality, and Location on Consumer Purchase Interest in Janji Jiwa Kediri” which states that location, cost, and service quality all influence consumer decisions to purchase Janji Jiwa Kediri products. Based on the results of previous studies, there is still a greater opportunity to conduct research with these variables. The author chose Fore Coffee Merr Surabaya Branch as the object of research based on a direct survey by considering the unique innovations in the coffee shop.

## LITERATURE REVIEW

### 1. Marketing

Marketing is a social and managerial process where individuals and groups get what they want through the exchange of products and values with other parties (consumers). Marketing objectives are usually short-term, medium-term, or long-term, (Juliansyah, 2024). Meanwhile, according to Kotler in Riyoko (2022), marketing is a social process where individuals and groups get what they need and want by creating and offering and exchanging products and services freely with other parties.

Miller & Peterson (2022) suggest that there are 4 marketing systems called the 4Ps. This system is widely used by business people, including the following :

#### a. Product

Products are the most important manifestation of a business. However, products do not only focus on a tangible thing, but also must pay attention to intangible things such as organizations, services, and ideas.

#### b. Price

Price is defined as the monetary value that customers must pay to get or own products from a company. The 4P marketing mix decision can be determined by considering several things about marketing variables including pricing methods, strategy policies, strategies; profits; discounts; payment periods; credit; price comparisons with competitors; and the value of products and services.

#### c. Place

Place, also known as physical distribution, is concerned with the transfer of ownership of the product from the producer to the customer. Profit margins will be achieved depending on how the producer delivers the goods. The faster the product reaches the point of sale, the greater the likelihood of satisfying customers and increasing brand loyalty.

#### d. Promotion

There are two main goals that business people want to achieve by doing promotions. First, to increase brand awareness of the business that has been run while informing the public about the business that is being

run. Second, to persuade them to buy or use the services offered. The thing that is the focus of the 4P marketing mix strategy is the right way of communication to attract the target market.

### 2. Location

Location is a place where a company activity can operate and carry out activities to produce and sell goods or services. Business location is the main thing to consider. A strategic location can affect accessibility, operating costs, and the potential to reach customers. According to Kotler and Keller (2019), "Choosing the right location is the key to business success, because it can increase operational efficiency and increase market share". This shows that geographic and demographic factors must be considered in business strategy to achieve optimal results. Meanwhile, according to Potter (2022)

### 3. Product Price

Price is the value or money given by customers in exchange for certain offers that have a function to provide satisfaction for customer needs. Price functions as an economic mechanism by using offers that can be distributed among customers in the market (Rosyda, 2021). Kotler & Keller (2019) explain that there are three pricing theories, including the following:

#### a. Premium Pricing

Premium pricing strategy is a strategy carried out by companies in offering high prices and product quality. The company sets a high price to differentiate its products from the products of several competitors. This strategy is generally used by brands that want to create an exclusive image. Therefore, companies use price as a signal of product quality.

#### b. Discount Pricing

Discounts are a form of sales marketing strategy in the form of providing discounts without reducing the quality of the goods being sold. In general, this discount is in the form of a percentage discount or nominal price discount. This strategy is often used by companies to attract customer attention and also face market competition.

c. Value-Based Pricing

Value-based pricing is a pricing strategy based on customer opinions about how much value

4. Social Media Marketing

According to Pandiangan, et al. (2022) Social media marketing is a marketing activity or activity that utilizes social media platforms as a means to establish a two-way relationship that allows high involvement between the two parties. Meanwhile, according to Evans, et al. (2021) social media marketing is a strategy used by brands to promote their products or services through social media platforms such as Facebook, Instagram, Twitter, and TikTok. This strategy not only aims to reach a wider audience, but also to build a strong brand image and create meaningful interactions with customers. This marketing involves various strategies, such as organic content, paid advertising, interaction with users, and performance analysis to help promote business products. Businesses will also get feedback in the form of recommendations or testimonials from customers who are satisfied with the products they have purchased. The main goal of social media marketing is to expand the reach of the target market. With a wider market, the opportunity to get new customers will be greater.

5. Purchase Decision

Purchase decisions cannot be separated from how consumers experience the stages in it, namely knowing the problems faced until consumers make a purchase transaction. According to Kotler & Armstrong in Arsinta & Ulum (2023) the consumer stage in purchasing goods or services begins with understanding needs. Therefore, needs that are left behind or unmet must be satisfied by consumers. Then the next stage, information about the product sought by consumers, either through promotions organized by the company or suggested by previous consumers.

The stage at which the purchase is made also affects the brand purchased, the store visited and the number of purchases. This purchasing decision is defined as the purchase of a product or service by considering all existing purchasing factors such as product quality, price, store location, service, etc.

6. Inter-variable Relationship

Based on the previous research described above, the hypothesis of this study is as follows:
H1 : Location, product price, and social media marketing simultaneously influence the purchase decision at Fore Coffee Merr Branch in Surabaya.

H2 : Location has a partial effect on purchase decisions at Fore Coffee Merr Branch Surabaya.

H3 : Product price has a partial effect on purchase decision at Fore Coffee Merr Branch Surabaya.

H4 : Social Media Marketing has a partial effect on purchase decisions at Fore Coffee Merr Branch in Surabaya.

METHOD

RESULT

Researchers use quantitative methods in conducting research activities. Quantitative methods are procedures used to observe populations which are then sampled with certain criteria, analyze data statistically, and test hypotheses that have been formulated. Researchers used purposive sampling techniques to draw samples. The method used for data collection is a questionnaire. The questionnaire was distributed to 100 respondents. The research sample was determined using the Slovin formula based on the UPNVJT student population of 20.443 with an error tolerance level (e) of 10%, so that a sample of 100 respondents was obtained. The Slovin formula used is as follows :

n = N / (1 + N(e)^2)

Description:

n = Number of samples required

N = Total population = sampling error

n = 20.443 / (1 + 20.443(0,1)^2)

n = 20.443 / (1 + 20.443(0,01))

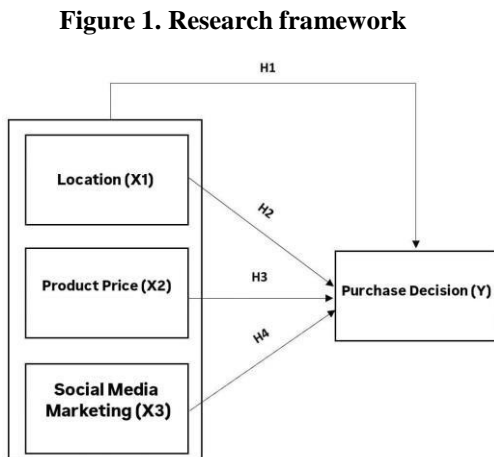
n = 20.443 / 205,43

n = 99.51 (rounded to 100 respondents)

The criteria, namely active undergraduate students of UPN "Veteran" East Java, actively using social media and have been influenced by social media

marketing of Fore Coffee “viral” products and have purchased Fore Coffee products at least once. The techniques chosen to analyze the data are validity and reliability tests, classical assumption tests, and hypothesis testing which are carried out using SPSS 26 for windows.

The following is a framework for this research:



## DISCUSSION

### 1. Validity Test

The significance test in this validity test is carried out by calculating the comparison between r count and r table. In determining whether or not an item is suitable for use, the correlation coefficient significance test is usually carried out at the 0.05 level, which can be concluded that an item can be considered valid if it is significantly correlated to the total score. If r count is greater than r table and the value is positive then each statement on the variable can be declared valid.

Variable	Item	Pearson Correlation (r count)	Table (a=5%)	Description
Location (X1)	X1.1	0.635	0.195	Valid
	X1.2	0.692	0.195	Valid
	X1.3	0.724	0.195	Valid
	X1.4	0.598	0.195	Valid
Product Price (X2)	X2.1	0.835	0.195	Valid
	X2.2	0.731	0.195	Valid
	X2.3	0.750	0.195	Valid
	X2.4	0.777	0.195	Valid
	X2.5	0.813	0.195	Valid
Social Media Marketing (X3)	X3.1	0.682	0.195	Valid
	X3.2	0.831	0.195	Valid
	X3.3	0.795	0.195	Valid
	X3.4	0.803	0.195	Valid
Purchase Decision (Y)	Y.1	0.703	0.195	Valid
	Y.2	0.780	0.195	Valid
	Y.3	0.805	0.195	Valid
	Y.4	0.817	0.195	Valid
	Y.5	0.790	0.195	Valid

**Table 2. Validity Test**

Source : Data processed, 2025

Table 2 shows that all indicators obtained the results of r count > r table worth 0.195. Therefore,

it can be concluded that all data is recognized as valid.

### 2. Reliability Test

A questionnaire can be declared reliable if the respondent's answer to the statement given is consistent or stable over time. To measure the consistency of the questionnaire results by research respondents, a reliability test needs to be carried out. A data can be said to be reliable if the  $\alpha$  coefficient value is > 0.60. The following are the results of the reliability test analysis on each variable:

Variable	Cronbach's Alpha ( $\alpha$ )	Critical Limits	Description
Location (X1)	0.723	0.60	Reliabel
Product Price (X2)	0.841	0.60	
Social Media Marketing (X3)	0.781	0.60	
Purchase Decision (Y)	0.823	0.60	

**Table 3. Reliable Test**

Source : Data processed, 2025

Based on the information in the table above, it can be concluded that the  $\alpha$  value in each variable exceeds 0.60 so that the location, product price, social media marketing, and purchase decision variables are declared reliable.

### 3. Classical Assumption Tests a. Normality Test

The normality test is carried out to test whether in the regression model, or residuals have a normal distribution. The normality test in this study uses Kolmogorov Smirnov in IBM SPSS Statistics 26. If the results of the Kolmogorov Smirnov test obtain a value below  $\alpha = 0.05$ , the null hypothesis is rejected or the variables are not normally distributed. The following are the results of the normality test presented in the table below:

One-Sample Kolmogorov-Smirnov Test		
	Unstandardized Residual	
N	100	
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	182.424748
	Absolute	.086
Most Extreme Differences	Positive	.059
	Negative	-.086
Test Statistic	.086	
Asymp. Sig. (2-tailed)	.068c	

**Table 4. Normality Test**

Source : Data processed, 2025

Based on the table above, the significance value is  $0.68 > 0.05$ . So it can be concluded that the data distribution in this study is normal.

### b. Multicollinearity Test

The multicollinearity test is a test conducted to test whether the regression model found a correlation between the independent variables in the form of Location, Product Price, and Social Media Marketing. If there is a high correlation between the independent variables with a number above 0.90, then this is an indication of multicollinearity. In addition, multicollinearity can also be seen from the tolerance value and VIF (Variance Inflation Factor). The commonly used cutoff value to indicate the presence of multicollinearity is if the tolerance value is  $\leq 0.10$  or equal to the VIF value  $\geq 10$ .

Coefficients <sup>a</sup>		
Model	Collinearity Statistics	
	Tolerance	VIF
Lokasi	.693	1.443
Harga Produk	.599	1.669
Social Media Marketing	.566	1.767

a. Dependent Variable : Purchase Decision

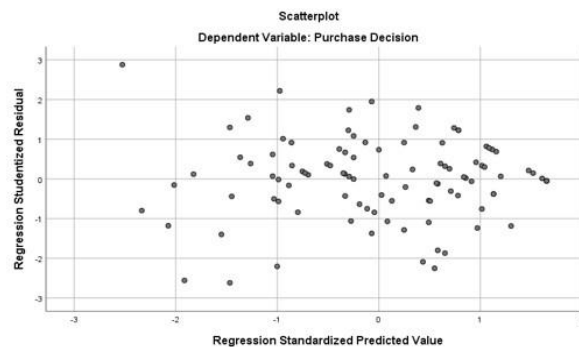
**Table 5. Multicollinearity Test Results**  
Source : Data processed, 2025

### c. Heteroscedasticity Test

The heteroscedasticity test is a test conducted to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance of the residuals from one observation to another is constant, it is called homoscedasticity and if it is different, it is heteroscedasticity. A good regression model is one that contains homoscedasticity, this is characterized by the presence or absence of certain patterns on the scatterplot graph between SRESID and ZPRED where the Y axis is the predicted Y and the X axis is the residual (Y prediction - Y actual). The following are the results of the heteroscedasticity test in this study:

**Figure 2. Heteroscedasticity Test Results with Scatterplot**

Source: Data Processing with SPSS Program, 2025



The dots on the scatterplot spread out and do not form a clear pattern, this indicates that the data is homoscedasticity. In addition, the basis for decision making in this test is also through the Glesjer Test, which if the significance value reaches  $> 0.05$  or 5%, heteroscedasticity does not occur, but if the significance value reaches  $< 0.05$  or 5%, heteroscedasticity occurs. The following are the results of the Glesjer Test that has been carried out in this study:

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	3.508	1.602		3.302	.001
Location (X1)	.067	.068	.114	.980	.330
Product Price (X2)	-.062	.051	-.152	-1.216	.227
Social Media Marketing (X3)	-.119	.062	-.249	-1.934	.056

**Table 6. Multicollinearity Test Results**  
Source : Data processed, 2025

Based on the table above, the significant value of each variable in the Glesjer Test shows a number  $> 0.05$ . So it can be concluded that the data in this study does not contain heteroscedasticity.

## 4. Multiple Linear Regression Analysis Tests

Multiple linear regression analysis tests is carried out to determine how much the presence of independent variables (X) can affect the dependent variable (Y). Regression analysis not only measures the strength of the relationship between two or more variables, but also shows the directional relationship between the dependent variable and the independent variable. The following are the results of multiple linear analysis testing:

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	-.338	1.685		-.201	.841
	Lokasi (X1)	.119	.109	.076	1.094	.277
	Harga Produk (X2)	.581	.081	.535	7.199	.000
	Social Media Marketing (X3)	.427	.098	.334	4.363	.000

a. Dependent Variable: Purchase Decision (Y)

**Table 7. Multiple Linear Regression Analysis Tests Results**  
**Source : Data processed, 2025**

Based on the table above, the coefficient value on each variable is obtained. The multiple linear regression equation is expressed as follows:

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

$$Y = -0,338 + 0,119 + 0,581 + 0,427$$

The above equation can be interpreted as follows:

- The constant value (a) of -0.338 is interpreted as a negative value which is if the score of the location variable (X1), product price (X2), and social media marketing (X3) is 0 or fixed, the purchase decision value (Y) is in a negative condition of 0.338.
- The location variable regression coefficient (X1) of 0.119 indicates that the location variable has a positive influence on the purchase decision variable. This means that every 1 unit increase in the location variable will affect the purchase decision by 0.019, assuming that the independent variable is constant.
- The regression coefficient of the product price variable (X2) of 0.581 shows that the product price variable has a positive influence on the purchase decision. This means that every 1 increase in the product price variable is 0.584, assuming that the independent variable is constant.
- The social media marketing (X3) regression coefficient of 0.427 shows that the product price variable has a positive influence on purchase decisions. This means that every 1 increase in the product price variable is 0.427 assuming that the independent variable is constant.

## 5. Hypotesist Tests

### Simultaneous Hypothesis Testing (F Test)

Simultaneous test or ANOVA (Analysis of Variance) test is conducted to determine how the significant effect of all independent variables simultaneously on the dependent variable. To determine whether or not there is an influence between the location variable (X1), product price (X2), and social media marketing (X3) on the purchase decision variable (Y), using the basis of determination in the F test, namely if F count > F table or Sig < 0.05 then H<sub>1</sub> is accepted and H<sub>0</sub> is rejected. The following are the F test results from this study:

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	708.650	3	236.217	6.830	.000 <sup>b</sup>
	Residual	329.460	96	3.432		
	Total	1038.110	99			

a. Dependent Variable: Purchase Decision (Y)  
b. Predictors: (Constant), Social Media Marketing (X3), Lokasi (X1), Harga Produk (X2)

**Table 8. F Test Results**  
**Source : Data processed, 2025**

It is known that the value of F count (6.830) ≥ F table (2.70), then H<sub>0</sub> is rejected and H<sub>1</sub> is accepted, so it can be concluded that **the location variable (X1), product price (X2), and social media marketing (X3) simultaneously have a significant effect on the purchase decision variable (Y)** on Fore Coffee products, Merr Surabaya branch.

### Partial Hypothesis Testing (T Test)

The T test is conducted to measure how the significant effect of each independent variable, namely the location variable (X1), product price (X2), and social media marketing (X3) individually or partially on the dependent variable, namely the purchase decision (Y). If the value of t count > t table and sig value < 0.5 then there is an influence between the independent variable on the dependent variable. Here are the T test results from this study:

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.338	1.685		-.201	.841
Location (X1)	.119	.109	.076	1.094	.277
Product Price (X2)	.581	.081	.535	7.199	.000
Social Media Marketing (X3)	.427	.098	.334	4.363	.000

a. Dependent Variable: Purchase Decision (Y)

**Table 9. T Test Results**  
Source : Data processed, 2025

Here are the conclusions from the table above:

- The value of Sig. (0.277) or t count (1.094)  $\leq$  t table (1.988), then H0 is accepted and H2 is rejected, so it can be concluded **that the location variable (X1) partially has no significant effect on the purchase decision variable (Y)** on Fore Coffee products, Merr Surabaya branch.
- The value of Sig. (0.000) or t count (7.199)  $\geq$  t table (1.988), then H3 is accepted and H0 is rejected, so it can be concluded that **the product price variable (X2) partially has a significant effect on the purchase decision variable (Y)** on Fore Coffee products, Merr Surabaya branch.
- The value of Sig. (0.000)  $<$  0.05 or t count (4.363)  $\geq$  t table (1.988), then H4 is accepted and H0 is rejected, so it can be concluded that **the social media marketing variable (X3) partially has a significant effect on the purchase decision variable (Y)** on Fore Coffee products, Merr Surabaya branch.

## 6. Determination Coefficient

The coefficient of determination ( $R^2$ ) test aims to determine how much the independent variable (X) can explain the dependent variable (Y). The  $R^2$  value ranges from 0 to 1, where the closer the value is to 1, the stronger the influence of the independent variable on the dependent variable. However, if  $R^2$  is 0 then the independent variable does not explain the dependent variable at all. The coefficient of determination is used to determine how much the ability of the independent variable explains the dependent variable.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826 <sup>a</sup>	.683	.673	1.85253

a. Predictors: (Constant), Social Media Marketing (X3), Lokasi (X1), Harga Produk (X2)

**Table 10. Determination Coefficient Results**  
Source : Data processed, 2025

Based on the output above, it is known that the R Square value is 0.683, this indicates that 68.3% of the variation that occurs in the dependent variable (Y) can be explained by the independent variables (X1, X2, and X3) in this study. Meanwhile, the remaining 31.7% is influenced by other variables not examined in this study. So it can be concluded that the effect of the independent variable on the dependent variable is relatively strong.

## CONCLUSION

This study analyzes the effect of Location, Product Price, and Social Media Marketing on Purchase Decision on UPNVJT student customers of Fore Coffee, Merr Surabaya branch. The results showed that simultaneously, the three variables had a significant positive effect on Purchase Decision. However, partially, only Product Price and Social Media Marketing have a significant positive effect, while Location has no significant effect. These findings provide practical implications for Fore Coffee to improve digital marketing strategies and pricing policies to attract more customers. From an academic perspective, this research enriches the literature related to purchasing decision factors in the coffee industry.

Research limitations include the limited scope of respondents to UPNVJT students and a quantitative approach that has not explored psychological factors in purchasing decisions. Future research is recommended to expand the respondent population and consider a qualitative approach to gain deeper insights.

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