International Journal of Economic, Finance and Business Statistics (IJEFBS)
Vol. 4, No. 5, 2026: 871-880

The Influence of Price Perception and Promotional Intensity on Purchase Decisions at Chawaa Cafe

Annisa Dwi Syaharani Leksono[1*], A. Fidayan[2]
Sangga Buana YPKP University
Corresponding Author: Annisa Dwi Syaharani Leksono
annisadsl21@gmail.com

ARTICLEINFO
Keywords: Price Perception, Promotional Intensity, Purchase Decisions

Received : 15, August
Revised : 22, September
Accepted: 25, October

©2026 Leksono, Fidayan: This is an open-access article distributed under the terms of the Creative Commons Atribusi 4.0 Internasional.

ABSTRACT
Rapid growth in Bandung's culinary industry has intensified market competition particularly within the café segment necessitating the implementation of strategic marketing practices. This study evaluates the impact of price perception and promotional intensity on consumer purchase decisions at Chawaa Cafe. Utilizing a quantitative design with descriptive and verificative approaches, empirical data were gathered from a sample of 99 respondents selected via incidental sampling. Data analysis was executed using SPSS, encompassing validity and reliability testing, classical assumption diagnostics, multiple linear regression, correlation analysis, coefficient of determination estimation, and hypothesis testing. The descriptive findings indicate that price perception, promotional intensity, and purchase decisions all fall into favorable categories. Furthermore, inferential results confirm that price perception and promotional intensity, both jointly and individually, exert a statistically significant positive influence on purchase decisions at Chawaa Cafe.

INTRODUCTION

Business growth in various cities across Indonesia, particularly in Bandung City, continues to increase alongside the growing public interest in activities that offer new experiences. As a center of the creative economy, Bandung attracts both tourists and local residents who seek not only to purchase goods and services but also to enjoy unique and memorable experiences. Social media plays a significant role in driving this trend, as visual content shared across various platforms stimulates consumers curiosity and interest in exploring new places. This condition creates both opportunities and challenges for the culinary industry, especially for cafes. A cafe is an establishment that offers a variety of food and beverages, particularly coffee, while also serving as a place for socializing, relaxing or working. The emergence of numerous cafes in Bandung has been driven by increasing consumer demand, requiring cafe owners to adapt to changing trends and consumer preferences in order to maintain a strong competitive advantage amid intensifying market competition.

Chawaa Cafe is one of the cafes in Bandung City, established in 2019 and located in the Panyileukan area. The cafe operates daily from 10:00 a.m. to 10:00 p.m. (WIB) and offers a variety of spaces, including indoor, outdoor and rooftop areas. Although it is relatively popular among university students and residents of the surrounding Panyileukan area, the cafe faces intense competition from numerous emerging cafes that offer diverse concepts and experiences. Failure to adapt to changing trends and market demands may reduce the cafe's attractiveness to consumers, potentially leading to various operational challenges. This situation can result in a decline in customer visits and unstable revenue generation. Table 1 presents the revenue data of Chawaa Cafe, which experienced fluctuating and declining revenue during the period from November 2024 to October 2025:

Table 1. Revenue Data of Chawaa Cafe Nov 2024 – Oct 2025

No	Month	Revenue (Rp)	Increase/Decrease (%)
1	November	33.130.000	-
2	December	35.389.000	6,82%
3	January	19.884.000	-43,81%
4	February	24.750.000	24,47%
5	March	14.651.000	-40,80%
6	April	14.500.000	-1,03%
7	May	15.814.500	9,07%
8	June	12.620.000	-20,20%
9	July	21.498.000	70,35%
10	August	15.120.000	-29,67%
11	September	14.571.000	-3,63%
12	October	12.738.000	-12,58%
	Total	234.665.500	-41,02%
	Average	19.555.458	-3,73%

As shown in Table 1, Chawaa Cafe experienced revenue volatility with an overall downward trajectory, declining by an average of 3.73% between November 2024 and October 2025. This contraction stems primarily from suppressed consumer purchase decisions, driven by intense competition from nearby cafés that offer superior value propositions, including more competitive pricing strategies and highly attractive promotional campaigns. Notably, Chawaa Cafe's pricing structure did not fully align with target consumer purchasing power. Furthermore, its promotional efforts were sporadic and largely ineffective, failing to optimize reach and adequately communicate product value or special offers.

Purchase decisions represent a critical juncture wherein consumers select products or services that best fulfill their preferences. Conceptually, a purchase decision involves evaluating two or more alternatives, requiring the presence of multiple choices before an action is finalized (Ana et al., 2021). Consumers are guided by cognitive perceptions and intrinsic desires, impelling them to seek information and compare alternatives to reinforce decision confidence. In this investigation, purchase decisions were operationalized using five dimensions: product choice, brand choice, purchase timing, purchase quantity, and payment method (Wulandari & Mulyanto, 2024).

Among the primary determinants of purchasing behavior, price perception plays a decisive role, as consumers seek equilibrium between monetary expenditure and perceived value (Fansurizal & Aprianti, 2022). Price perceptions are formed through consumer interpretation of product information and media reviews, prompting rigorous pre-purchase evaluations. Herein, price perception was evaluated via four indicators: price affordability, alignment with product quality, price competitiveness, and alignment with perceived benefits (Nurhayati, 2023).

Concurrently, promotional activities heavily influence purchase decisions by capturing consumer interest and stimulating product demand. Promotion serves as a firm's primary communication conduit, conveying key product benefits and competitive advantages (Budiono, 2021). Consistent promotional execution and transparent messaging enhance brand recall and product awareness, thereby driving transaction likelihood. In this study, promotional intensity was measured across four promotional mix indicators: advertising, personal selling, sales promotion, and publicity (Saparso, 2021).

Empirical literature regarding these relationships reveals notable inconsistencies. While Rahman and Hidayati (2021) as well as Abimanyu and Hermana (2023) documented significant positive effects of price perception and promotional intensity on purchase decisions, Mendur et al. (2021) observed a non-significant negative relationship for price perception. Similarly, Ernawati et al. (2021) concluded that price does not significantly drive purchase choices. Regarding promotional influence, Hidayat (2021) and Yahya and Sukandi (2022) reported non-significant effects on consumer purchase decisions, highlighting an empirical gap that warrants further investigation.

LITERATURE REVIEW

To strengthen the conceptual framework of this study, five core marketing and consumer behavior theories are utilized to explain the interaction between price perception, promotional intensity, and purchase decisions.

Consumer Decision-Making Theory

According to Kotler and Keller (2016), consumer decision-making is a five-stage process comprising problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In this model, purchase decisions represent the critical stage where consumers execute their intention to buy after weighing competing alternatives based on pricing structures and promotional stimuli.

Transaction Utility Theory

Thaler (1985) conceptualizes consumer evaluation through Transaction Utility Theory, which posits that a consumer's decision to buy is driven by two forms of value: acquisition utility (perceived benefit relative to monetary cost) and transaction utility (perceived merit or financial fairness of the deal). Price perception directly triggers transaction utility, as consumers assess whether the price matches product quality and competitiveness.

Integrated Marketing Communications (IMC) Theory

Belch and Belch (2018) emphasize that promotional intensity relies on Integrated Marketing Communications (IMC) a strategic framework that coordinates promotional tools (advertising, sales promotions, publicity, and personal selling) to deliver a clear, consistent, and impactful brand message. High promotional intensity enhances brand recognition and persuasive reach, directly stimulating consumer buying intent.

Price Perception Theory

Schiffman and Wisenblit (2019) define price perception as how consumers interpret monetary cost, processing it not merely as a absolute expenditure but as an indicator of product value, fairness, and sacrifice. Perceptions of price affordability, quality alignment, and competitive positioning directly dictate whether a product is deemed acceptable or overpriced.

Signal Theory (Signaling Theory)

Originally developed by Spence (1973) and adapted to marketing by Kirmani and Rao (2000), Signaling Theory suggests that in market environments with information asymmetry, consumers interpret price points and promotional intensity as quality signals. Well-crafted promotions and value-aligned pricing signal brand credibility, helping consumers resolve uncertainty and finalize purchase decisions.

METHODOLOGY

This study adopts a quantitative research design utilizing descriptive and verificative methods to investigate the impacts of price perception (X_1) and

promotional intensity (X_2) on consumer purchase decisions (Y) at Chawaa Cafe. The study population comprised all customers who purchased at Chawaa Cafe between November 2024 and October 2025, totaling 10,427 consumers. Applying Slovin's formula with a 10% margin of error yielded a sample size of 99 respondents. Sampling was executed via non-probability incidental sampling, selecting respondents based on accidental encounters and alignment with data collection criteria (Sugiyono, 2024).

Data collection combined semi-structured interviews with management, field observations, and a structured questionnaire constructed around the operational indicators of each variable. All survey items were scored on a five-point Likert scale (1–5). Prior to parametric estimations, ordinal survey response data were converted into interval-scale data using the Method of Successive Intervals (MSI). Instrument validity and reliability were verified to ensure measurement accuracy. Statistical data analysis comprised two main components: (1) descriptive analysis evaluating mean score placements along a continuum scale (1.00–5.00); and (2) verificative analysis executed in SPSS, encompassing classical assumption checks (normality, heteroscedasticity, and multicollinearity), multiple linear regression, correlation analysis, coefficient of determination (R^2) estimation, and hypothesis testing via F-test and t-test.

RESEARCH RESULT AND DISCUSSION

Validity and Reliability Tests

Table 2 Validity and Reliability Tests

Variable	Question Item	R Value	R Table	Validity	Cronbach Alpha	Reliability
Price Perception	X1.1	0,521	0,1975	Valid	0,636	Reliable
	X1.2	0,688	0,1975	Valid		
	X1.3	0,584	0,1975	Valid		
	X1.4	0,683	0,1975	Valid		
	X1.5	0,705	0,1975	Valid		
Promotion Intensity	X2.1	0,675	0,1975	Valid	0,712	Reliable
	X2.2	0,663	0,1975	Valid		
	X2.3	0,698	0,1975	Valid		
	X2.4	0,631	0,1975	Valid		
	X2.5	0,742	0,1975	Valid		
Purchase Decision	Y.1	0,591	0,1975	Valid	0,743	Reliable
	Y.2	0,683	0,1975	Valid		
	Y.3	0,779	0,1975	Valid		
	Y.4	0,676	0,1975	Valid		

Variable	Question Item	R Value	R Table	Validity	Cronbach Alpha	Reliability
	Y.5	0,614	0,1975	Valid		
	Y.6	0,628	0,1975	Valid		

As detailed in Table 2, the validity assessment demonstrates that all calculated r-values for price perception, promotional intensity, and purchase decision exceed the critical r-table threshold of 0.1975 at a 5% significance level ($p < 0.05$). These results confirm that all measurement items satisfy the construct validity criteria and are statistically valid. Additionally, reliability testing indicates that Cronbach's alpha coefficients for all three variables surpass the benchmark value of 0.60. Consequently, the research instruments demonstrate high internal consistency and are deemed reliable for empirical measurement.

1. Diagnostic Classical Assumption Tests

Normality Test

To verify whether the regression residuals follow a normal distribution, a One-Sample Kolmogorov-Smirnov test was conducted ($N = 99$). As summarized in Table 3, the unstandardized residuals yielded a mean of 0.00000000 and a standard deviation of 2.51548545. The most extreme absolute, positive, and negative differences were recorded at 0.056, 0.056, and -0.039, respectively. The resulting test statistic of 0.056 produced an Asymptotic Significance (2-tailed) value of 0.200. Because this value exceeds the standard threshold ($\alpha = 0.05$), the null hypothesis cannot be rejected, confirming that the regression residuals are normally distributed.

Heteroscedasticity Test

Heteroscedasticity was evaluated using the Glejser test by regressing the absolute unstandardized residuals (ABS_RES) against the predictor variables. The model intercept yielded an unstandardized coefficient $B = 1.878$ ($\text{SE} = 0.902, t = 2.082, p = 0.040$). The regression slope for price perception produced $B = 0.012$ ($\text{SE} = 0.055, \beta = 0.023, t = 0.221, p = 0.826$), whereas promotional intensity yielded $B = -0.005$ ($\text{SE} = 0.051, \beta = -0.010, t = -0.100, p = 0.920$). Because both significance values ($p = 0.826$ and $p = 0.920$) substantially exceed 0.05, the model is free from heteroscedasticity issues.

Multicollinearity Test

Multicollinearity among the independent variables was evaluated using Tolerance and Variance Inflation Factor (VIF) diagnostics. Both price perception and promotional intensity exhibited identical collinearity statistics, with Tolerance values of 0.982 and VIF values of 1.019. Because the Tolerance values exceed the 0.10 minimum threshold and the VIF values remain well below the upper limit of 10.0, no severe multicollinearity exists between the independent variables.

2. Multiple Linear Regression Analysis

The empirical relationship between price perception (X_1), promotional intensity (X_2), and consumer purchase decisions (Y) was estimated using multiple linear regression. The resulting structural equation is expressed as follows:

$$\hat{Y} = 1.321 + 0.597X_1 + 0.564X_2 + \varepsilon$$

The constant term ($B = 1.321$,SE $= 1.440, t = 0.917, p = 0.361$) indicates the baseline score for purchase decisions when both price perception and promotional intensity equal zero. The unstandardized regression coefficient for price perception is 0.597 (SE $= 0.088, \beta = 0.476, t = 6.756, p < 0.001$), demonstrating that each unit increase in price perception elevates the purchase decision score by 0.597 units, assuming all other factors remain constant. Similarly, promotional intensity yielded an unstandardized coefficient of 0.564 (SE $= 0.081, \beta = 0.492, t = 6.980, p < 0.001$), indicating that a one-unit enhancement in promotional intensity increases the purchase decision score by 0.564 units. The stochastic error term (ε) captures external unexamined determinants such as location, service quality, and product variety.

3. Correlation and Coefficient of Determination (R^2) Analyses

Correlation Analysis

Bivariate and partial correlation metrics were calculated to determine the strength of relationships among the constructs (Table 7). Price perception demonstrated a statistically significant zero-order correlation of $r = 0.543$ ($p < 0.001$), a partial correlation of 0.568, and a part correlation of 0.472 with purchase decisions. Concurrently, promotional intensity displayed a zero-order correlation of $r = 0.556$ ($p < 0.001$), a partial correlation of 0.580, and a part correlation of 0.487. These metrics reveal that both predictors possess moderate, positive, and statistically significant relationships with consumer purchase decisions.

Coefficient of Determination (R^2)

The overall explanatory power of the model was derived from the model summary. The multiple correlation coefficient (R) was 0.729, reflecting a strong combined relationship. The coefficient of determination (R^2) was 0.532 (Adjusted $R^2 = 0.522$), with a standard error of the estimate equal to 2.541553. This indicates that price perception and promotional intensity jointly account for 53.2% of the variance in consumer purchase decisions at Chawaa Café, while the remaining 46.8% is driven by unmodeled variables.

4. Hypothesis Testing

Simultaneous Hypothesis Test (F-Test)

An Analysis of Variance (ANOVA) was conducted to evaluate the combined significance of the independent variables (Table 9). The regression model yielded a sum of squares of 704.994 ($df = 2$,Mean Square $= 352.497$), whereas the residual sum of squares was 620.111 ($df = 96$,Mean Square $=$ 6.459), resulting in a total sum of squares of 1325.105 ($df = 98$). The calculated

F-statistic was 54.570 ($p < 0.001$), which substantially exceeds the critical F-table value of 3.09 at $\alpha = 0.05$. Consequently, H_0 is rejected and H_a is supported, confirming that price perception and promotional intensity simultaneously exert a significant effect on purchase decisions at Chawaa Cafe. This outcome aligns with Miftahriani and Syamruddin (2024), who observed that price and promotional activities jointly drive purchasing behavior in culinary enterprises.

Partial Hypothesis Test (t-Test)

Individual parameter significance was tested using two-tailed t-tests ($\text{df} = 96, t_{\text{table}} = 1.985, \alpha = 0.05$):

- Price Perception (X_1): Produced a calculated t-statistic of 6.756 ($p < 0.001$). Because $6.756 > 1.985$ and $p < 0.05$, H_0 is rejected, confirming that price perception has a statistically significant positive effect on purchase decisions. This finding corroborates Yahya and Sukandi (2022), who demonstrated that favorable price evaluations significantly boost consumer purchasing choices.
- Promotional Intensity (X_2): Yielded a calculated t-statistic of 6.980 ($p < 0.001$). Because $6.980 > 1.985$ and $p < 0.05$, H_0 is rejected, proving that promotional intensity exerts a significant positive impact on purchase decisions. This result is consistent with Fatih et al. (2023), who established that effective promotional efforts directly drive consumer transaction decisions in the coffee shop industry.

CONCLUSIONS AND RECOMMENDATIONS

Based on the empirical findings and subsequent discussion, this study concludes that price perception and promotional intensity exert statistically significant positive effects on consumer purchase decisions at Chawaa Cafe. Simultaneously, these two predictors account for 53.2% of the total variance in purchasing decisions ($R^2 = 0.532$). Partially, price perception positively and significantly drives purchase decisions, demonstrating that more favorable consumer price evaluations directly heighten transaction likelihood. Similarly, promotional intensity exerts a significant positive influence, indicating that well-executed promotional strategies effectively stimulate consumer brand selection and purchase volume.

These insights offer actionable managerial implications for Chawaa Cafe. Specifically, management must ensure that pricing structures consistently align with target market purchasing power and perceived product value, while strategically refining promotional campaign execution to optimize reach and recall. Furthermore, given that 46.8% of purchasing variance remains unmodeled, future empirical investigations should incorporate additional operational determinants such as store location, service quality, brand image, and product variety to yield a more comprehensive model of consumer decision-making in the café industry.

REFERENCES

Ana, N., Rijal, S., Mustari, M., Dinar, M., & Hasan, M. (2021). Pengaruh Komunikasi Pemasaran dan Price Discount terhadap Pengambilan Keputusan Pembelian Produk Oriflame. Business and Accounting Education Journal, 2(3), 260–267.

Belch, G. E., & Belch, M. A. (2018). Advertising and promotion: An integrated marketing communications perspective (11th ed.). McGraw-Hill Education.

Budiono, A. (2021). Pengaruh Kualitas Produk, Persepsi Harga, Promosi, Lokasi, Kualitas Pelayanan terhadap Loyalitas Konsumen melalui Kepuasan Konsumen di Rumah Makan Bebek Kaleo Tebet Jakarta Selatan. Jurnal Manajemen Dan Bisnis, 17(2), 223–247.

Ernawati, R., Dwi, A. B., & Argo, J. G. (2021). Analisis Pengaruh Promosi, Harga dan Citra Merek terhadap Keputusan Pembelian pada Situs E-Commerce Zalora di Jakarta. Business Management Analysis Journal, 4(2).

Fansurizal, & Aprianti, K. (2022). Pengaruh Harga, Kualitas Produk dan Lokasi terhadap Keputusan Pembelian. Jurnal Manajemen, 14(2), 2022–2488.

Fatih, M. R. I., Winarso, W., & Anas, H. (2023). Pengaruh Promosi dan Harga terhadap Keputusan Pembelian Konsumen pada Kedai Kopi Kawula Muda Bekasi Timur. Jurnal Economina, 2(10), 2756–2774.

Hidayat, M. S. (2021). Pengaruh Kualitas Produk, Harga, Lokasi, Promosi Dan Kualitas Layanan Terhadap Keputusan Pembelian Konsumen Coffee Shop Di Kota Gresik. Jurnal Performa: Jurnal Manajemen Dan Start-Up Bisnis, 6(4), 360–369.

Kirmani, A., & Rao, A. R. (2000). No pain, no gain: A critical review of the literature on signaling unobservable product quality. Journal of Marketing, 64(2), 66–79.

Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education.

Mendur, M. E. M., Tawas, H. N., & Arie, F. V. (2021). Pengaruh Persepsi Harga, Kualitas Produk dan Atmosfer Toko terhadap Keputusan Pembelian pada Toko Immanuel Sonder. Jurnal EMBA, 9(3), 1077–1086.

Miftahriani, L., & Syamruddin, S. (2024). Pengaruh Harga dan Promosi terhadap Keputusan Pembelian pada Jordan Resto Rangkasbitung. SOCIORA: The Journal of Social Sciences and Humanities, 1(2), 136–152.

Nurhayati. (2023). Keputusan Pembelian dan Kepuasan Konsumen. Penerbit NEM.

Rahman, Y. A., & Hidayati, R. (2021). Pengaruh Persepsi Harga, Intensitas Promosi, Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Optik Famili. Diponegoro Journal of Management, 10(2).

Rifky Abimanyu, & Cecep Hermana. (2023). Pengaruh Persepsi Harga Dan Promosi Cashback Terhadap Keputusan Pembelian Pada Marketplace Tokopedia. Jurnal Ilmiah Wahana Pendidikan, 2023(1), 398–408.

Saparso. (2021). Marketing Process. Ukrida Press.

Schiffman, L. G., & Wisenblit, J. (2019). Consumer behavior (12th ed.). Pearson.

Spence, M. (1973). Job market signaling. The Quarterly Journal of Economics, 87(3), 355–374.

Sugiyono. (2024). Metode Penelitian Kuantitatif, Kualitatif dan R&D. CV Alfabeta.

Thaler, R. (1985). Mental accounting and consumer choice. Marketing Science, 4(3), 199–214.

Wulandari, A., & Mulyanto, H. (2024). Keputusan Pembelian Konsumen. PT Kimshafi Alung Cipta.

Yahya, M. Z., & Sukandi, P. (2022). Pengaruh Promosi, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Marketplace Shopee (Studi Kasus Pengguna Marketplace Shopee Masyarakat Kota Bandung). Jurnal Bisnis, Manajemen & Ekonomi, 20(1), 623–635.