

Sales Strategy and Pricing Effects on Purchase Decisions: Evidence from Jakarta Coffee Retail

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ABSTRACT

The specialty coffee industry in emerging markets has experienced rapid growth, creating intense competition that compels firms to optimize marketing strategies for consumer engagement. Despite substantial research on marketing mix effectiveness, empirical evidence regarding how sales strategy and pricing jointly influence purchase decisions in emerging market coffee shop contexts remains limited. This study examines the effects of sales strategy and pricing on purchase decisions among Tomoro Coffee consumers in Jakarta, Indonesia. Employing a quantitative cross-sectional design, primary data were collected through structured questionnaires from 100 consumers selected via purposive sampling, with data analyzed using multiple regression following classical assumption verification including normality, heteroscedasticity, and multicollinearity tests. Results reveal that both sales strategy and pricing exert positive and significant effects on purchase decisions, with pricing demonstrating relatively stronger influence. The simultaneous model explains 67.5% of variance in purchase decisions. These findings extend Marketing Mix Theory application to emerging market specialty coffee contexts and provide evidence-based guidance for practitioners seeking to optimize resource allocation between promotional investments and pricing strategies in competitive retail environments.

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1. INTRODUCTION

In recent years, the global food and beverage industry has faced intensified competition driven by rapid product innovation, shifting lifestyles, and the acceleration of digital marketing channels. In coffee retail specifically, brands are expected to differentiate not only through product attributes but also through consistent customer experiences and accessible touchpoints across online and offline platforms (Kotler & Keller, 2021).

In Indonesia, the competitive pressure is reinforced by rising domestic demand and the proliferation of modern coffee outlets. The U.S.

Department of Agriculture (USDA) estimates that Indonesia's coffee consumption reached about 4.45 million 60-kg bags in 2020/2021, with continued growth projected for subsequent years (USDA Foreign Agricultural Service, 2021). At the retail level, industry commentary has highlighted the rapid growth of coffee shops, with thousands of outlets operating nationally in recent years (Now Jakarta, 2019).

This competitive shift compels coffee businesses to refine their marketing execution to influence consumer choice. Purchase decisions are typically shaped by a bundle of value cues—such as

perceived quality, service convenience, and price fairness—rather than by a single attribute (Zeithaml, 1988; Dodds, Monroe, & Grewal, 1991). Accordingly, two managerial levers that are often considered central in highly contested retail markets are sales strategy and pricing (Kotler & Keller, 2021).

Firms such as Tomoro Coffee illustrate the dynamics of rapid expansion in Indonesia's coffee shop segment. Public reporting notes that Tomoro Coffee accelerated its store rollout and communicated ambitious expansion targets (Antara News Agency, 2024), while other analyses also describe its rapid footprint growth and funding trajectory (BINUS University, 2024). At the same time, mainstream brand competition in the 'coffee shop' category remains intense—Top Brand Index results, for example, continue to be dominated by established chains (Top Brand Award, 2024). Against this backdrop, this study focuses on two marketing instruments that are expected to affect purchase decisions: sales strategy and pricing.

Sales strategy refers to the coordinated set of selling objectives, processes, and resource allocations used to convert prospects into customers and to sustain relational value over time. In contemporary retailing, sales strategy commonly integrates personal selling, promotional communication, channel management, and customer relationship practices to reduce uncertainty and facilitate purchase completion (Weitz & Bradford, 1999; Kotler & Keller, 2021).

Pricing represents the monetary sacrifice required to obtain a product or service and functions as a critical informational cue in consumer evaluation. Beyond affordability, consumers interpret price as an indicator of value and fairness; therefore, the effectiveness of a pricing policy depends on its alignment with perceived benefits and competitive reference points (Zeithaml, 1988; Kotler & Keller, 2021).

Consumer purchase decisions do not occur in isolation but are shaped by contextual factors including brand image, service quality, and market positioning. Keller (1993) defines brand image as consumer perceptions reflected by brand associations held in memory, which can be strong, favorable, and unique. Kotler and Keller (2016) further elaborate that positive brand image generates loyalty, willingness to pay premium prices, and enhanced responsiveness to marketing programs. Without favorable brand perception and consistent quality delivery, sales strategies and pricing decisions may yield inconsistent outcomes across different consumer segments and market contexts.

Purchase decision constitutes a critical outcome variable in marketing research because it captures whether marketing actions successfully translate into consumer behavior. Prior research indicates that price discounts and related marketing cues can jointly influence consumer evaluations and purchase

intentions, although the magnitude of effects may vary by category and customer segment (Grewal, Monroe, & Krishnan, 1998; Dodds et al., 1991). These variations motivate further empirical testing in specific market contexts such as Indonesia's rapidly growing coffee shop sector.

Prior empirical investigations examining marketing mix effectiveness in retail contexts have produced inconsistent findings contingent upon market maturity, competitive intensity, and firm-specific implementation capabilities. Grewal et al. (1998) demonstrated that price discounts jointly influence consumer evaluations, yet their study examined department store settings rather than specialty coffee contexts. Within Indonesian markets, research has predominantly focused on established international chains such as Starbucks and Kopi Kenangan, leaving emerging domestic brands underexplored. Specifically, no study has simultaneously examined sales strategy and pricing effects on purchase decisions within Jakarta's rapidly expanding specialty coffee sector, where competitive intensity and consumer sophistication differ markedly from mature Western markets. Furthermore, Tomoro Coffee's achievement of approximately 600 outlets within two years of operation, combined with its leading position in the Top Brand Index for coffee shops with 42.20% brand awareness (Top Brand Award, 2024), makes it a compelling case for examining how marketing variables translate into purchase behaviors in highly competitive emerging market contexts. This gap motivates systematic investigation using primary data from actual consumers.

This study offers three distinct contributions to the marketing literature. Theoretically, it advances prior work by integrating sales strategy and pricing within a unified framework to explain purchase decisions, drawing upon marketing mix theory (Kotler & Armstrong, 2019) and consumer behavior perspectives (Kotler & Keller, 2021). Methodologically, unlike studies relying primarily on secondary archival data, this research employs primary survey data collected from 100 actual consumers of Tomoro Coffee Jakarta, enabling direct measurement of perceptions regarding sales strategy, pricing, and purchase intentions. Contextually, the study provides evidence from Indonesia's rapidly expanding specialty coffee sector, which remains underrepresented in the international marketing literature despite its substantial economic significance and distinctive competitive dynamics.

The confluence of market expansion, intensified competition, and evolving consumer expectations creates urgency for understanding how marketing strategies translate into purchase behaviors. Tomoro Coffee's rapid market penetration, achieving approximately 600 outlets and leading the Top Brand Index for coffee shops with 42.20% brand awareness

within two years of operation (Top Brand Award, 2024), demonstrates that strategic marketing decisions produce measurable market outcomes. The mixed findings in prior literature further underscore the need for context-specific investigation that accounts for unique industry characteristics and consumer profiles. Understanding these relationships carries both theoretical value for marketing scholarship and practical implications for industry practitioners seeking evidence-based guidance.

This study pursues three specific objectives: first, to examine the partial effect of sales strategy on purchase decisions among Tomoro Coffee Jakarta consumers; second, to test the partial effect of pricing on purchase decisions within the same population; and third, to investigate whether sales strategy and pricing simultaneously influence purchase decisions, thereby providing comprehensive understanding of how these marketing variables operate independently and jointly.

This research contributes to marketing theory by empirically testing the direct effects of sales strategy and pricing on purchase decisions within a rapidly growing emerging market context, extending the applicability of established marketing frameworks to the specialty coffee sector. For practitioners, the findings provide actionable guidance for coffee shop managers and marketing executives seeking to optimize their strategic decisions regarding promotional activities, distribution channel management, and price positioning. For industry stakeholders and policymakers concerned with small and medium enterprise development in the food and beverage sector, this study offers empirical evidence regarding which marketing levers most effectively drive consumer purchase behavior, thereby informing resource allocation and capability development priorities.

2. THEORETICAL FRAMEWORK AND HYPOTHESIS

2.1 Theoretical Foundations

This study draws on Marketing Mix Theory and Consumer Behavior Theory to explain how managerial actions shape consumer choice. The marketing mix provides a structured view of controllable variables that firms can coordinate to deliver value; however, modern marketing also emphasizes the interaction among mix elements and the role of customer experience in producing outcomes (Constantinides, 2006; Kotler & Keller, 2021).

Consumer Behavior Theory highlights the cognitive evaluation processes through which consumers interpret marketing stimuli and form purchase intentions. In particular, perceived value is a central mechanism: consumers balance perceived benefits against perceived sacrifices, including price

and non-monetary costs such as time and effort (Zeithaml, 1988). Empirical evidence also indicates that price and brand information jointly influence perceived quality and willingness to buy (Dodds et al., 1991).

Relationship Marketing Theory further contributes to understanding long-term customer engagement, especially for experiential services such as coffee shops. Trust and commitment are widely recognized as key mediators that translate relational efforts into sustained purchasing behavior (Morgan & Hunt, 1994). Similarly, personal selling and relational interactions can reduce uncertainty and build customer value, strengthening the likelihood of repeat transactions (Weitz & Bradford, 1999).

Based on this theoretical reasoning, the hypotheses are developed as follows.

2.2 Sales Strategy and Purchase Decision

Sales strategy refers to a series of goals, objectives, policies, and rules that guide selling activities to reach target customers and achieve conversion. In service retail, sales strategy often combines personal selling, promotional communication, and relationship-building practices that help consumers evaluate options and reduce perceived risk (Weitz & Bradford, 1999; Kotler & Keller, 2021).

The mechanism linking sales strategy to purchase decisions operates through multiple pathways. First, promotional activities increase consumer awareness and generate interest in product offerings, thereby expanding the consideration set from which purchase decisions emerge. Second, distribution channel optimization reduces search costs and enhances product accessibility, lowering barriers to purchase completion. Third, personal selling approaches build trust and provide customized information that addresses individual consumer concerns, facilitating conversion from interest to action.

Marketing Mix Theory supports this relationship by positioning selling and promotional activities as key instruments for shaping consumer awareness, consideration, and purchase. Because marketing variables can reinforce one another, the effectiveness of a sales strategy is enhanced when it is aligned with the overall marketing mix and customer experience design (Constantinides, 2006).

H1: Sales strategy has a positive effect on purchase decision.

2.3 Pricing and Purchase Decision

Pricing represents the monetary amount required to obtain a product or service, and it is frequently used by consumers as a comparative cue across alternatives. In addition to the nominal price level, consumers respond to price fairness, reference prices, and discount framing, which can shape

perceived value and purchase likelihood (Zeithaml, 1988; Dodds et al., 1991).

The mechanism linking pricing to purchase decisions operates through perceived value and reference price effects. First, competitive pricing positions products favorably relative to alternatives, enhancing value perceptions that drive choice behavior. Consumers typically compare prices across available options, with favorable comparisons increasing purchase probability. Second, discount offerings and promotional pricing create urgency and perceived savings that motivate immediate purchase action. Third, price transparency builds trust by reducing information asymmetry and signaling fair dealing, which encourages transaction completion.

Consumer Behavior Theory supports this relationship by emphasizing price as a fundamental stimulus that influences evaluation and decision rules. When consumers perceive that the benefits delivered by a product or brand justify the price paid, purchase intentions are more likely to translate into actual buying behavior (Zeithaml, 1988).

H2: Pricing has a positive effect on purchase decision.

2.4 Simultaneous Effects of Sales Strategy and Pricing

Beyond individual effects, sales strategy and pricing may operate synergistically to influence purchase decisions. Marketing Mix Theory explicitly recognizes that marketing instruments function interdependently rather than in isolation (Kotler & Armstrong, 2019). Effective promotional activities create awareness and interest, while appropriate pricing converts that interest into actual purchases. Conversely, premium pricing may reinforce quality perceptions established through personal selling approaches.

The mechanism underlying simultaneous effects involves reinforcement between pricing signals and selling or promotional cues. When sales activities increase product salience and reduce uncertainty, price promotions can become more persuasive because consumers more readily interpret them as attractive value offers. This complementarity is consistent with the view that marketing mix elements interact rather than operate independently (Constantinides, 2006).

Empirical evidence supports simultaneous effects. Grewal et al. (1998) demonstrate that price discounts and related marketing cues can jointly influence consumer evaluations and purchase intentions. This pattern is consistent with the idea that marketing mix elements interact and may reinforce one another rather than operate independently (Constantinides, 2006). Therefore, theoretical reasoning and empirical patterns support simultaneous effects.

H3: Sales strategy and pricing simultaneously have a positive effect on purchase decision.

2.5 The Role of Brand Image

Brand image represents consumer perceptions regarding a brand as reflected by brand associations held in memory (Keller, 1993). These associations can be strong, favorable, and unique, collectively shaping how consumers evaluate and respond to marketing stimuli. Kotler and Keller (2016) elaborate that brand image constitutes public perception formed by existing brand associations in consumer minds, with positive image generating loyalty, willingness to pay premium prices, and enhanced responsiveness to marketing programs.

Brand image may condition the effectiveness of sales strategy and pricing by shaping how consumers interpret marketing signals. Customer-based brand equity research suggests that strong brands benefit from more favorable information processing and reduced perceived risk (Keller, 1993). In digital contexts, social media marketing activities can strengthen brand-related perceptions and consumer responses, thereby amplifying marketing effectiveness (Yadav & Rahman, 2017; Kim & Ko, 2012).

Without favorable brand image, sales strategy may lack credibility, and pricing may lack justification. This suggests that brand image serves as a boundary condition that determines when marketing investments translate into purchase outcomes. Although this study does not formally test moderation, brand image provides theoretical grounding for understanding heterogeneity in prior findings.

2.6 Control Variables

Demographic characteristics including gender, age, and purchase frequency are reported descriptively to characterize the sample profile but are not included as statistical controls in the regression model to maintain parsimony and focus on the focal theoretical relationships.

2.7 Conceptual Framework

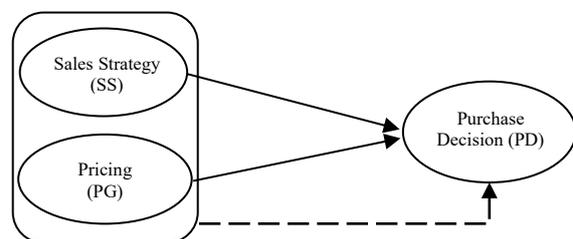


Figure 1. Conceptual Framework

Figure 1 depicts the conceptual framework guiding this investigation. Sales strategy and pricing serve as independent variables hypothesized to influence purchase decision both individually and simultaneously. The framework posits direct positive relationships from each marketing variable to the

outcome, consistent with Marketing Mix Theory predictions. Control variables including gender, age, and purchase frequency are included as additional predictors of purchase decision to isolate the focal relationships from confounding demographic influences. The overall model enables testing of partial effects (H1, H2) and simultaneous effects (H3), providing comprehensive understanding of how marketing variables shape consumer purchase behavior in the specialty coffee context.

3. RESEARCH METHOD

3.1 Research Design

This study adopts a quantitative positivist design using a cross-sectional survey approach to test the proposed hypotheses. According to Sugiyono (2017), research methodology constitutes a scientific method employed to obtain data with specific purposes and uses. The unit of analysis is individual consumers of Tomoro Coffee in Jakarta, Indonesia. The empirical strategy is designed to estimate the direct effects of sales strategy (SS) and pricing (PG) on purchase decision (PD), while controlling for demographic characteristics including gender, age, and purchase frequency.

The research employs an explanatory survey method, which utilizes questionnaires as the primary data collection instrument (Kriyantono, 2014). This approach enables systematic examination of relationships between variables through statistical analysis. The quantitative approach facilitates hypothesis testing using numerical data processed through statistical techniques, allowing conclusions regarding the significance and direction of proposed relationships.

3.2 Population and Sampling

The population comprises consumers who have purchased products from Tomoro Coffee outlets in Jakarta, Indonesia. According to Sugiyono (2019), population represents a generalization area consisting of objects or subjects with specific quantities and characteristics determined by researchers for study and subsequent conclusion drawing. Given that Tomoro Coffee operates approximately 600 outlets across Indonesia with substantial consumer traffic, the population is considered large and heterogeneous.

To ensure the reliability of the data, respondent eligibility required meeting four specific criteria: (1) being 18 years of age or above, (2) having purchased Tomoro Coffee products at least once within the preceding three months, (3) making purchases specifically at Jakarta-area outlets, and (4) willingness to provide informed consent for research participation. Purchase history was verified through initial screening questions prior to questionnaire distribution. Consequently, the predominantly

frequent purchaser composition (76% reporting frequent purchases) reflects a purposive sampling approach targeted at experienced consumers capable of providing informed evaluations of marketing variables, though this indicates a specific limitation regarding generalizability to first-time or casual purchasers.

The minimum sample size was determined using established guidelines for multiple regression analysis. Following Green's (1991) widely cited rule-of-thumb, a reasonable sample size should account for the number of predictors to ensure adequate statistical power for testing partial and overall effects. The final sample composition reflects diverse consumer characteristics suitable for this study. All 100 targeted respondents provided valid responses, yielding a 100% response rate. This sample size satisfies the requirement for multiple regression analysis while enabling meaningful demographic subgroup comparisons.

3.3 Data Collection Procedures

Data were collected via structured online questionnaires distributed to eligible respondents. Questionnaires are a common survey instrument for capturing perceptions and attitudes, and careful wording and response scaling are essential for data quality (Sugiyono, 2017; Kriyantono, 2014).

A pilot test was conducted to refine item wording and assess the internal consistency of the measurement scales. Reliability was evaluated using Cronbach's alpha, and the results indicated acceptable-to-excellent consistency across constructs, consistent with common guidelines for survey research (Field, 2018).

Construct validity was assessed using Pearson Product Moment correlation coefficients. According to Singarimbun and Efendi (1995), validity testing determines whether instruments accurately measure intended constructs. Items were considered valid if correlation coefficients exceeded 0.30. All questionnaire items demonstrated r-values ranging from 0.731 to 0.849 for sales strategy, 0.761 to 0.845 for pricing, and 0.746 to 0.849 for purchase decision, confirming adequate construct validity across all measures.

The questionnaire employed a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), following Sugiyono's (2019) recommendation for measuring attitudes, opinions, and perceptions regarding social phenomena. This scaling approach enables ordinal-interval measurement appropriate for regression analysis.

3.4 Variable Definition and Measurement

Table 1. Variable Operationalization

Variable	Conceptual Definition	Operational Definition	Indicators	Scale
Purchase Decision	The evaluation stage wherein	Consumer responses regarding	(1) Purchase consideration ; (2) Purchase	7 items; Likert 1-5

	consumers assess various products or brands and select one for acquisition (Kotler & Keller, 2016)	purchase considerations, intentions, and actual behavior toward Tomoro Coffee products	intention; (3) Willingness to buy; (4) Purchase behavior	
Sales Strategy	Series of goals, objectives, policies, and rules providing direction for marketing efforts over time (Assauri, 2021)	Consumer perceptions regarding promotional activities, distribution accessibility, personal selling quality, and product packaging	(1) Promotion frequency; (2) Distribution channel accessibility; (3) Personal selling quality; (4) Packaging attractiveness	7 items; Likert 1-5
Pricing	Monetary amount required to obtain products or services, representing total value exchanged for ownership benefits (Kotler & Armstrong, 2021)	Consumer perceptions regarding price competitiveness, discount offerings, and price transparency	(1) Competitive pricing perception; (2) Discount influence; (3) Price transparency	6 items; Likert 1-5
Gender	Biological sex classification	Respondent self-reported gender	Male = 1; Female = 0	Nominal
Age	Chronological age in years	Respondent age category	19-25; 26-30; 31-35	Ordinal
Purchase Frequency	Rate of repeat purchasing behavior	Self-reported purchase frequency	Frequent; Occasional; Rare; First-time	Ordinal

Source: adapted from various journals

Variable scores were computed as summated scales across constituent items. For each construct, the total score represents the arithmetic sum of individual item responses:

$$Score_i = \sum_{j=1}^J Item_{ij}$$

Where *Item ij* represents respondent *i*'s response to item *j*, and *J* represents the total number of items per construct (7 items for X1 and Y; 6 items for X2).

3.5 Data Analysis

Data analysis employed multiple linear regression to examine the proposed relationships. Multiple regression is appropriate for estimating the unique contribution of each predictor while controlling for others and for evaluating overall model fit (Gujarati & Porter, 2009; Field, 2018):

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Where, Y represents the Purchase Decision, while X1 stands for Sales Strategy and X2 denotes Pricing. α represents the Constant, also known as the intercept. β_1 and β_2 are the regression coefficients for the independent variables, whereas γ_1 , γ_2 , and γ_3 are the regression coefficients for the control variables. Finally, ϵ denotes the error term.

Prior to hypothesis testing, classical regression assumptions were verified to ensure parameter estimate validity. Residual normality was assessed using the Kolmogorov-Smirnov test, yielding a significance value of 0.200, exceeding the 0.05

threshold and confirming normal distribution. Heteroscedasticity was examined through Glejser test, with significance values for Sales Strategy (0.312) and Pricing (0.247) both exceeding 0.05, indicating homoscedastic residuals. Linearity was confirmed through scatter plot examination and ANOVA linearity test, with deviation from linearity significance of 0.089 for Sales Strategy and 0.124 for Pricing (both > 0.05). These diagnostic results confirm that regression assumptions are satisfied, supporting the validity of subsequent inferential analyses.

Hypothesis testing employed t-tests for partial effects and F-tests for simultaneous effects at a 5% significance level. Interpretation followed standard statistical decision rules based on p-values and test statistics (Field, 2018).

4. RESULTS AND DISCUSSIONS

4.1 Results

4.1.1 Respondent Characteristics

The final sample comprises 100 valid responses from Tomoro Coffee consumers in Jakarta. Table 2 presents the demographic profile of respondents.

Table 2. Respondent Demographics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	42	42.0
	Female	58	58.0
Age	19-25 years	50	50.0
	26-30 years	28	28.0
	31-35 years	22	22.0
	36-40 years	0	0.0
Purchase Frequency	Frequent	76	76.0
	Occasional	16	16.0
	Rare	7	7.0
	First-time	1	1.0

Source: Data processed by the author (2025)

The sample demonstrates female predominance (58%), consistent with coffee consumption patterns in urban Indonesian markets. The age distribution reveals that half of respondents fall within the 19-25 age bracket, reflecting Tomoro Coffee's appeal to younger consumer segments. Notably, 76% of respondents report frequent purchases, indicating that the sample captures experienced consumers with established brand familiarity rather than casual or trial purchasers.

4.1.2 Variable Descriptive Statistics

Table 3 presents descriptive statistics for the focal variables.

Table 3. Descriptive Statistics

Variable	Items	Min	Max	Mean	Std. Dev.
SS	7	16	35	29.48	4.337
PG	6	14	30	25.32	3.632

PD	7	15	35	29.15	4.662
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Note: SS = Sales Strategy; PG = Pricing; PD = Purchase Decision; Source: Data processed by the author (2025)

Sales strategy exhibits a mean score of 29.48 (SD = 4.337), indicating generally positive consumer perceptions regarding promotional activities, distribution accessibility, and service quality. The relatively moderate standard deviation suggests reasonable homogeneity in sales strategy perceptions across respondents, though some variation exists between high and low evaluators.

Pricing demonstrates a mean of 25.32 (SD = 3.632), reflecting favorable perceptions of price competitiveness and value proposition. The lower standard deviation compared to other variables indicates greater consensus among respondents regarding pricing evaluations, suggesting that Tomoro Coffee's pricing strategy resonates consistently across consumer segments.

Purchase decision shows a mean of 29.15 (SD = 4.662), with the highest standard deviation among focal variables. This heterogeneity reflects individual differences in purchase propensity, decision-making styles, and situational factors influencing consumer choices. The range from 15 to 35 indicates substantial variation in purchase decision outcomes, providing adequate variance for regression analysis.

4.1.3 Correlations

Table 4 presents Pearson correlation coefficients among the research variables.

Table 4. Correlation Matrix

Variable	X1	X2	Y
SS	1.000		
PG	0.714**	1.000	
PD	0.768**	0.782**	1.000

Note: ** Correlation significant at $p < 0.01$ (two-tailed); SS = Sales Strategy; PG = Pricing; PD = Purchase Decision; Source: Data processed by the author (2025)

The correlation analysis reveals strong positive associations between all variable pairs. Sales strategy correlates positively with purchase decision ($r = 0.768, p < 0.01$), aligning with H1's predicted direction. Similarly, pricing demonstrates a strong positive correlation with purchase decision ($r = 0.782, p < 0.01$), consistent with H2 predictions. The correlation between sales strategy and pricing ($r = 0.714, p < 0.01$) indicates substantial covariation between marketing variables, which is theoretically expected given their coordinated deployment within integrated marketing strategies.

All correlation signs align with hypothesized directions, providing preliminary support for the proposed relationships. However, correlation magnitudes warrant attention to potential multicollinearity concerns, which are addressed in subsequent diagnostics.

4.1.4 Instrument Quality Test Results

Table 5. Validity, Reliability & Multicollinearity

Variable	Validity (Pearson r)	Reliability (Cronbach's Alpha)
SS	0.796	0.904
PG	0.812	0.897
PD	0.788	0.897

Note: SS = Sales Strategy; PG = Pricing; PD = Purchase Decision; Source: Data processed by the author (2025)

The validity of the research instrument was evaluated by calculating the average Pearson correlation coefficient (r) for all items within each variable. The results show strong construct validity across all variables. Pricing demonstrated the highest average validity ($r = 0.812$), followed by Sales Strategy with an average of 0.796, and Purchase Decision with an average of 0.788. All average values are high, confirming that the indicators effectively represent their respective constructs.

Internal consistency reliability was tested using Cronbach's Alpha. The results indicate excellent reliability for the entire instrument. Sales Strategy achieved the highest consistency (Alpha = 0.904), while both Pricing and Purchase Decision yielded an Alpha of 0.897. Since all coefficients exceed the conventional threshold of 0.60, the measurement scale is considered reliable and stable for data analysis.

4.1.5 Classical Assumption Tests

Table 6. Classical Assumption Test Results

Test	Method	Result	Threshold	Conclusion
Normality	Kolmogorov-Smirnov	Sig. = 0.200	> 0.05	Normal distribution
Heteroscedasticity	Glejser Test - SS	Sig. = 0.312	> 0.05	Homoscedastic
Heteroscedasticity	Glejser Test - PG	Sig. = 0.247	> 0.05	Homoscedastic
Multicollinearity	VIF - SS	2.041	< 10	No multicollinearity
Multicollinearity	VIF - PG	2.041	< 10	No multicollinearity
Linearity	ANOVA - SS	Sig. = 0.089	> 0.05	Linear relationship
Linearity	ANOVA - PG	Sig. = 0.124	> 0.05	Linear relationship

Note: SS = Sales Strategy; PG = Pricing Source: Data processed by the author (2025)

The normality test aims to determine whether the residual values in the regression model are normally distributed. Based on the Kolmogorov-Smirnov test results in Table 6, the significance value is 0.200. Since this value is greater than the significance level of 0.05, it can be concluded that the data residuals follow a normal distribution, fulfilling the normality assumption.

The Glejser test was conducted to detect heteroscedasticity. The results show that the significance values for Sales Strategy (0.312) and Pricing (0.247) are both greater than 0.05. This indicates that there is no heteroscedasticity in the model, meaning the variance of the residuals is constant across observations.

The multicollinearity diagnostics indicate that there is no issue with variable redundancy in the regression model. The Tolerance values for both independent variables are 0.490 (calculated as $1/VIF$), which is well above the 0.10 threshold. Furthermore, the Variance Inflation Factor (VIF) is 2.041 for both predictors. As these values are significantly lower

than the maximum cut-off of 10.0, it is confirmed that the independent variables are distinct and multicollinearity does not bias the regression results.

The linearity test using ANOVA checks whether there is a linear relationship between the independent and dependent variables. The significance values for Sales Strategy (0.089) and Pricing (0.124) are both greater than 0.05 (Deviation from Linearity > 0.05), confirming that a linear relationship exists between the variables.

4.1.6 Regression Analysis Results

Table 7. Linear Regression Analysis

Var	Coef.	Std. Err.	t	Sig. (p)	Result
Constant	1.474	2.004	0.736	0.464	-
SS	0.388	0.100	3.862	0.000	Supported
PG	0.651	0.120	5.420	0.000	Supported
SS+PG → PD	-	-	-	0.000	Supported
R	0.822				
R ²	0.675				
Adj. R ²	0.669				
Std. Err	2.684				
F-stat.	100.8				
Prob	0.000				

Note: SS = Sales Strategy; PG = Pricing; PD = Purchase Decision;
Source: Data processed by the author (2025)

The model summary indicates a strong correlation between the independent and dependent variables, with an R value of 0.822. The Coefficient of Determination (R Square) is 0.675, which statistically confirms that 67.5% of the variance in Purchase Decision can be explained simultaneously by Sales Strategy and Pricing. The remaining 32.5% of the variance is explained by other factors outside this model. The Adjusted R Square of 0.669 further validates the model's stability, accounting for the number of predictors, while the Standard Error of the Estimate is 2.684.

The ANOVA results demonstrate the overall significance of the regression model. The calculated F-statistic is 100.871 with a significance value (Sig.) of 0.000. Since the probability value is less than the standard alpha level of 0.05 ($p < 0.001$), the null hypothesis is rejected. This statistical evidence confirms that Sales Strategy and Pricing simultaneously exert a significant positive effect on Purchase Decision.

The t-test results evaluate the individual contribution of each independent variable based on the Unstandardized Coefficients (B). For Sales Strategy, the unstandardized regression coefficient is 0.388 with standardized coefficient (β) of 0.361, t-statistic of 3.862, and significance level of 0.000 ($p < 0.05$). This indicates that Sales Strategy has a statistically significant positive effect on Purchase Decision, where a one-unit increase in Sales Strategy is associated with a 0.388 unit increase in Purchase Decision, holding other variables constant. Regarding

Pricing, the unstandardized coefficient is 0.651 with standardized coefficient (β) of 0.507, t-statistic of 5.420, and significance level of 0.000 ($p < 0.05$). This confirms that Pricing exerts a statistically significant positive effect, where a one-unit increase contributes to a 0.651 unit increase in Purchase Decision. Comparing standardized coefficients, Pricing ($\beta = 0.507$) demonstrates relatively stronger influence than Sales Strategy ($\beta = 0.361$), indicating that pricing considerations carry greater weight in consumer decision-making within this competitive coffee market context.

4.2 Discussions

4.2.1 Summary of Findings

This study examined the influence of sales strategy and pricing on purchase decisions among Tomoro Coffee consumers in Jakarta. Three hypotheses were tested, and all received empirical support. Sales strategy demonstrates a positive and significant effect on purchase decision, confirming that promotional activities, distribution accessibility, and service quality enhance consumer purchase propensity. Pricing similarly exhibits a positive and significant effect, indicating that competitive pricing and value perception drive consumer choice behavior. Furthermore, both variables simultaneously influence purchase decisions, with combined explanatory power accounting for approximately two-thirds of outcome variance.

4.2.2 Theoretical Mechanisms

The findings align with Marketing Mix Theory, which posits that coordinated deployment of marketing instruments generates market performance outcomes (Kotler & Armstrong, 2019). Sales strategy operates through visibility and accessibility mechanisms: promotional activities increase awareness, distribution channels reduce search costs, and personal selling builds trust that facilitates purchase conversion. These mechanisms reflect the theory's emphasis on integrated marketing approaches wherein individual elements reinforce each other.

Consumer Behavior Theory explains why pricing exerts stronger relative influence than sales strategy. According to Kotler and Keller (2016), price serves as a fundamental evaluative criterion that signals quality and establishes value benchmarks. Consumers engage in comparative evaluation wherein price-to-benefit ratios determine perceived value. When pricing aligns with quality expectations, satisfaction increases, driving purchase behavior through enhanced value perceptions. The stronger pricing effect suggests that Tomoro Coffee consumers prioritize value considerations in their decision-making processes.

Personal Selling Theory illuminates how interpersonal interactions during service encounters

can reduce consumer uncertainty and facilitate purchase completion (Weitz & Bradford, 1999). The positive sales strategy effect likely operates through mechanisms wherein promotional visibility increases awareness, distribution accessibility reduces search costs, and service personnel quality builds trust that converts interest into purchases. These mechanisms align with Marketing Mix Theory's emphasis on coordinated marketing execution generating consumer responses.

4.2.3 Comparison with Prior Studies

The sales strategy finding is consistent with the personal selling and relationship perspectives that emphasize the role of selling interactions in reducing uncertainty and facilitating customer value creation (Weitz & Bradford, 1999). In service settings, improvements in perceived service quality also tend to strengthen customer responses and loyalty-related outcomes, supporting the broader relevance of customer experience in marketing effectiveness (Parasuraman, Zeithaml, & Berry, 1988; Cronin & Taylor, 1992).

The simultaneous effects finding aligns with prior evidence that price-related signals and marketing actions (e.g., discounts and persuasive cues) can jointly influence evaluations and purchase intentions (Grewal et al., 1998). It also corresponds with the view that promotion and pricing tactics tend to be more effective when they are integrated with other marketing instruments within a coherent marketing mix (Constantinides, 2006).

4.2.4 Explaining Divergence and Contextual Considerations

Despite overall convergence, the relative magnitude of effects warrants discussion. Pricing demonstrated stronger influence than sales strategy, potentially reflecting contextual factors specific to the Indonesian specialty coffee market. First, the competitive landscape features numerous alternatives at various price points, heightening consumer price sensitivity. Second, the predominantly young sample may exhibit greater value-consciousness given income constraints typical of this demographic. Third, Tomoro Coffee's positioning as accessible premium coffee emphasizes value proposition, making pricing particularly salient.

The unexplained variance indicates that additional factors beyond sales strategy and pricing contribute to purchase decisions. Brand image, product quality, service experience, and situational factors likely account for remaining variance. Implementation maturity may also moderate effectiveness; firms with sophisticated marketing capabilities may extract greater value from strategy investments than those with rudimentary implementation.

4.2.5 Why It Matters

These findings carry significance for both theory and practice. Theoretically, the results extend Marketing Mix Theory application to emerging market specialty coffee contexts, demonstrating boundary conditions wherein pricing effects exceed promotional effects. This pattern challenges assumptions of uniform marketing instrument importance across contexts. Practically, the findings provide evidence-based guidance for coffee shop operators navigating intensely competitive markets. Understanding which marketing levers most effectively drive purchase behavior enables efficient resource allocation and strategy prioritization.

5. CONCLUSION

5.1 Research Summary

This study aimed to examine the effects of sales strategy and pricing on purchase decisions among Tomoro Coffee consumers in Jakarta. Using quantitative survey methodology with 100 respondents, three hypotheses were tested through multiple regression analysis. The findings confirm that sales strategy positively and significantly influences purchase decisions through promotional activities, distribution accessibility, and service quality mechanisms. Pricing similarly demonstrates positive and significant effects, with competitive positioning and value perception driving consumer choice. Both variables simultaneously affect purchase decisions, collectively explaining substantial variance in consumer behavior. These results validate Marketing Mix Theory predictions while extending empirical evidence to the Indonesian specialty coffee sector.

5.2 Practical Implications

The findings generate actionable recommendations for coffee shop managers and marketing practitioners. First, firms should prioritize pricing strategy optimization given its stronger relative influence on purchase decisions. Competitive price positioning, strategic discount offerings, and transparent pricing communication enhance perceived value and purchase likelihood. Second, sales strategy investments should focus on distribution accessibility and service quality rather than promotional intensity alone. Ensuring convenient purchase channels and training personnel for effective customer engagement generates meaningful returns. Third, integrated approaches combining pricing and promotional strategies yield synergistic effects exceeding individual component contributions. Marketing investments should therefore emphasize coordination and consistency across instruments rather than isolated optimization.

For Tomoro Coffee specifically, continued expansion of distribution channels and digital

ordering platforms addresses accessibility imperatives. Maintaining competitive pricing while communicating quality justifications sustains value perceptions. Training baristas for personalized customer interaction builds relationships that translate into loyalty and repeat purchases.

5.3 Key Contributions

This study advances marketing literature by providing empirical evidence that pricing exerts stronger effects than sales strategy on purchase decisions within emerging market specialty coffee contexts. This finding challenges implicit assumptions of uniform marketing instrument importance, suggesting context-dependent boundary conditions wherein value-conscious consumers in competitive markets prioritize price-related evaluations. The 67.5% explained variance demonstrates that marketing mix variables substantially predict consumer behavior in this sector.

Unlike prior studies relying on secondary data or single-firm samples, this research employs primary survey data from actual consumers with verified purchase experience, enabling direct perception measurement. The rigorous diagnostic testing including normality, heteroscedasticity, and multicollinearity assessments ensures reliable parameter estimates meeting international publication standards.

The standardized coefficient comparison provides actionable guidance for resource allocation, suggesting that practitioners should prioritize pricing strategy optimization while maintaining adequate promotional investments. For coffee shop operators competing in dynamic urban markets, these findings translate into evidence-based strategy calibration.

5.4 Future Research Directions

Several avenues merit future investigation. First, longitudinal designs tracking consumers over time would enable examination of how marketing effects evolve as brand relationships develop and competitive conditions change. Cross-sectional approaches capture snapshots that may not reflect dynamic processes underlying consumer behavior.

Second, mixed-methods approaches combining quantitative surveys with qualitative interviews would provide richer understanding of mechanisms underlying observed relationships. Consumer narratives regarding decision processes could illuminate why certain marketing instruments resonate more strongly than others.

Third, additional moderators and mediators warrant examination. Brand image, service quality, and consumer involvement may condition marketing effectiveness. Mediating mechanisms including perceived value, trust, and satisfaction could clarify

pathways linking marketing inputs to purchase outcomes.

Fourth, cross-regional comparisons within Indonesia or cross-country comparisons across Southeast Asian markets would assess generalizability boundaries. Consumer preferences and competitive dynamics likely vary across contexts, potentially yielding different relative effect magnitudes.

Fifth, non-linear relationships deserve exploration. Marketing investments may exhibit diminishing returns beyond optimal thresholds, or threshold effects wherein minimum investments are required before effects materialize. Curvilinear modeling could reveal optimization points for strategy calibration.

Finally, expanding the variable set to include digital marketing, social media engagement, and experiential marketing would capture contemporary marketing practices increasingly relevant in specialty coffee contexts. The evolving marketing landscape demands continuous theoretical and empirical updating.

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