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Analysis of the Relationship Between the Marketing Mix and Consumer Decisions (Case Study: Samara Coffee and Roastery, Binawidya)

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Abstract

Purpose of Study: This study aims to identify the characteristics of consumers purchasing coffee at Samara Coffee and Roastery, evaluate consumers' perceptions of the 7P marketing mix, and analyze the relationship between the marketing mix and consumer purchase decisions at Samara Coffee and Roastery, Binawidya District, Pekanbaru City.

Methodology: This research was conducted at Samara Coffee and Roastery, located in Binawidya District, Pekanbaru City. Primary data were collected through surveys and interviews using structured questionnaires. A non-probability sampling technique, specifically purposive sampling, was employed to select 100 consumers as respondents. The data were analyzed using descriptive quantitative analysis and Spearman's rank correlation analysis. Descriptive analysis was used to examine consumer characteristics and evaluate their perceptions of the 7P marketing mix, while Spearman's rank correlation analysis was employed to determine the relationship between the marketing mix variables and consumer purchase decisions.

Main Findings: The findings revealed that the majority of consumers were female, aged 17–25 years, predominantly students, with monthly incomes ranging from IDR 2,000,000 to IDR 3,000,000. Consumer evaluations indicated that the product, price, place, people, and process variables were categorized as agree, while promotion and physical evidence were categorized as strongly agree. Furthermore, all marketing mix variables demonstrated positive and statistically significant relationships with consumer purchase decisions, with the correlation coefficients indicating moderately strong relationships.

Novelty/Originality of This Study: This study provides empirical evidence on the relationship between the 7P marketing mix and consumer purchase decisions in a local coffee shop context. Its originality lies in examining these relationships at Samara Coffee and Roastery, Binawidya, Pekanbaru, using Spearman's rank correlation analysis to provide empirical insights into how the seven marketing mix variables are associated with consumer purchase decisions.

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INTRODUCTION

Background of the study :

The development of coffee shops has occurred in various major cities in Indonesia, including Pekanbaru City. The rapid growth of coffee shops has led to increasingly intense business competition. Based on data from the Pekanbaru City Office of Cooperatives and SMEs, the number of MSMEs in Pekanbaru City reached 26,684 business units in 2024 (Dinas Koperasi dan UKM Kota Pekanbaru, 2024). The coffee business sector in Pekanbaru City has also continued to develop, as indicated by the increasing number of coffee shops and the growth of coffee-related businesses (Murnawati et al., 2024). This condition requires business owners to compete by improving both product and service quality.

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Samara Coffee and Roastery, located in Binawidya District, Pekanbaru City, is one of the local coffee shops operating in this increasingly competitive environment. The business has experienced fluctuations in sales performance. These fluctuations indicate the need to understand consumer characteristics and identify factors associated with consumer purchase decisions. Therefore, understanding consumer behavior and evaluating the relationship between the marketing mix and consumer purchase decisions are important for developing appropriate marketing strategies. Consumer purchase decisions are influenced by various factors, including product characteristics, brand, purchase timing, and payment systems (Wiastuti & Kimberlee, 2018).

To respond effectively to consumer needs, businesses need to implement appropriate marketing strategies. One of the marketing strategies widely applied in service businesses is the marketing mix, which consists of product, price, place, promotion, people, process, and physical evidence (7P) (Sanjaya et al., 2022). An effective implementation of the marketing mix can influence consumer purchase decisions and support business competitiveness. Furthermore, the products offered by a company should satisfy consumer needs and preferences to achieve customer satisfaction and support business sustainability (Akhiri, 2019).

Previous studies have extensively examined the relationship between the marketing mix and consumer purchase decisions in various business sectors. However, studies specifically investigating the relationship between the 7P marketing mix and consumer purchase decisions in local coffee shops in Binawidya District, particularly at Samara Coffee and Roastery, remain limited. In addition, previous studies have predominantly focused on causal relationships, whereas studies employing Spearman's rank correlation analysis to examine the relationship between marketing mix variables and consumer purchase decisions are still relatively scarce. This indicates a research gap regarding the application of a correlational approach to examine the relationship between the 7P marketing mix and consumer purchase decisions in the context of a local coffee shop.

The fluctuations in sales performance experienced by Samara Coffee and Roastery indicate the need to evaluate its marketing strategies from the perspective of consumers. Understanding consumer characteristics and consumer perceptions of the marketing mix is important for identifying aspects of marketing that are associated with consumer purchase decisions. Therefore, examining the relationship between the 7P marketing mix and consumer purchase decisions can provide information that may support Samara Coffee and Roastery in developing appropriate marketing strategies, improving competitiveness, and maintaining customer loyalty.

Purpose or Hypotheses of the study :

This study aims to: (1) identify the characteristics of consumers purchasing coffee at Samara Coffee and Roastery; (2) evaluate consumer perceptions of the 7P marketing mix implemented by Samara Coffee and Roastery; and (3) analyze the relationship between the 7P marketing mix and consumer purchase decisions at Samara Coffee and Roastery.

The hypothesis of this study is that the marketing mix variables, namely product, price, place, promotion, people, process, and physical evidence, have a positive and significant relationship with consumer purchase decisions at Samara Coffee and Roastery.

METHOD

Research Design :

This study employed a quantitative research approach using a survey method. The research was designed to describe consumer characteristics, assess consumer evaluations of the 7P marketing mix, and analyze the relationship between the marketing mix and consumer purchase decisions at Samara Coffee and Roastery.

Participant :

The participants in this study were consumers of Samara Coffee and Roastery located in Binawidya District, Pekanbaru City. A total of 100 consumers participated in this study. Respondents were required to meet two criteria: they had to be at least 17 years old and have purchased coffee at Samara Coffee and Roastery at least twice.

Population and the methods of sampling Instrumentation :
The population of this study consisted of all consumers of Samara Coffee and Roastery. Because the exact population size was unknown, the sample size was determined using the Cochran formula at a 95% confidence level and a 10% margin of error, resulting in a total of 100 respondents. The sampling technique used in this study was non-probability sampling, specifically purposive sampling, which is a sampling technique based on specific considerations or criteria (Sugiyono, 2023), Purposive sampling was selected because this study required respondents who met specific criteria relevant to the research objectives, namely consumers who were at least 17 years old and had purchased coffee at Samara Coffee and Roastery at least twice. These criteria were established to ensure that respondents had sufficient experience with the products and services offered by Samara Coffee and Roastery and were able to provide relevant evaluations of the marketing mix and their purchase decisions. This is consistent with the study by (Rama et al., 2025), which employed purposive sampling and established criteria requiring respondents to be at least 17 years old and to have made at least two purchases.
Instrument :
The primary instrument used in this study was a questionnaire administered directly to respondents through surveys and interviews. In addition, secondary data were obtained from books, scientific journals, government reports, and other relevant documents related to the research topic.
Procedures and if relevant, the time frame :
The study was conducted at Samara Coffee and Roastery, located in Binawidya District, Pekanbaru City. Data collection was carried out through direct surveys and face-to-face interviews using questionnaires. The research procedures included identifying eligible respondents, distributing questionnaires, collecting completed questionnaires, and processing the data for analysis.
Analysis plan :
Data analysis was conducted using descriptive quantitative analysis and Spearman's Rank Correlation analysis. Descriptive analysis was employed to identify consumer characteristics and evaluate consumers' perceptions of the marketing mix variables. Spearman's Rank Correlation analysis was used to determine the strength and direction of the relationship between each marketing mix variable (product, price, place, promotion, people, process, and physical evidence) and consumer purchase decisions. Statistical analyses were performed using SPSS software, and the correlation coefficients were interpreted based on the established classification criteria.
Scope and/or Limitations of the Methodology Used :
This study was limited to consumers purchasing coffee at Samara Coffee and Roastery in Binawidya District, Pekanbaru City. The research focused solely on examining the relationship between the 7P marketing mix variables and consumer purchase decisions. Since the study employed non-probability purposive sampling and was conducted at a single coffee shop, the findings cannot be generalized to all coffee shop consumers. Furthermore, the study relied on self-reported data from respondents, which may influence the accuracy and objectivity of the findings.

RESULTS AND DISCUSSION

1. General Overview of Samara Coffee and Roastery

Samara Coffee and Roastery is a coffee shop located at the end of Merpati Sakti Street No. 22, Simpang Baru Village, Binawidya District, Pekanbaru City. The business was established by Yudha Pratama on September 29, 2021, under the name Nallar Coffee and Space. In 2023, the business underwent a rebranding process and changed its name to Samara Coffee and Roastery. As the business expanded, several branch outlets were established, including Tanama Coffee and Space, Sanama Coffee and Space, Sanama Plus Coffee and Space Sudirman, Sanama Plus Coffee and Space Marpoyan, Sanama Plus Coffee and Space Durian, and Sanama Coffee Batam.
In addition to operating as a coffee shop, Samara Coffee and Roastery also functions as a roasting unit that independently roasts coffee beans to produce its own house blends. The products offered include espresso-based and manual brew coffee beverages prepared using Temanggung Robusta and Gayo Arabica coffee beans, as well as non-coffee beverages and complementary food products.

The consumer profile of Samara Coffee and Roastery indicates that the majority of customers are female. Most consumers belong to the late adolescent age group, ranging from 17 to 25 years old, and have completed senior high school or its equivalent as their highest educational attainment. In terms of occupation, university students constitute the largest proportion of consumers. Most respondents reported a monthly income ranging from IDR 2,000,000 to IDR 3,000,000. Regarding purchasing behavior, consumers generally visit the coffee shop one to two times, purchase an average of one coffee beverage per visit, and spend approximately IDR 20,001 to IDR 60,000 per transaction.

2. Consumer Evaluation of the Marketing Mix

Consumer evaluation refers to consumers' responses to the implementation of the marketing mix at Samara Coffee and Roastery. This evaluation reflects the scores assigned to each statement item representing the marketing mix variables. These scores were subsequently processed into mean values for each variable to determine the category of consumer responses based on the predetermined scale ranges.

a. Consumer Evaluation of the Product at Samara Coffee and Roastery

A product is defined as anything offered to a market to satisfy consumers' needs or wants, including goods, services, or experiences (Kotler et al., 2024). Consumer evaluations of the product variable at Samara Coffee and Roastery are presented in Table 1.

Table 1. Consumer Evaluation of the Product Variable at Samara Coffee and Roastery

No	Statement	Mean Score	Category	Standard Deviation
1	Product quality (taste aspect)	4,12	Agree	0,573
	Product quality (serving aspect)	4,08	Agree	0,630
	Product quality (appearance aspect)	4,12	Agree	0,573
2	Product durability	4,08	Agree	0,630
3	Product uniqueness	4,14	Agree	0,635
	Average	4,10	Agree	

Samara Coffee and Roastery offers a wide variety of products, including coffee beverages, coffee-based derivative drinks, food items, and snacks, with a total of 82 menu items available. This wide selection provides consumers with diverse choices to suit their preferences. Product quality is maintained through the implementation of daily quality control practices, which include checking raw materials and ensuring consistency in taste. The use of self-roasted coffee beans, along with high-quality supporting ingredients, further contributes to maintaining the consistency of the products' flavor profiles.

As shown in Table 1, the product variable obtained an average score of 4.10, which falls within the "agree" category, indicating that the products offered have been able to meet consumer expectations. The standard deviation values for each indicator ranged from 0.573 to 0.635, suggesting that consumers' evaluations of the product attributes were relatively consistent. Consumers perceived the products as having satisfactory durability and distinctive characteristics that differentiate them from competitors, such as unique coffee bean combinations, distinctive flavors, and signature menu offerings. This is consistent with the findings of (Seran et al., 2020), which indicate that respondents agreed with the product based on several aspects, namely quality, variety, presentation, product availability, texture and color, as well as packaging.

These findings are consistent with the study conducted by (Helviani, 2021), which reported that improvements in product quality are associated with increased sales performance. Similarly, the good quality of products and services provided by Samara Coffee and Roastery contributes positively to consumer satisfaction and purchasing behavior. Hal ini sejalan dengan penelitian.

b. Consumer Evaluation of the Price at Samara Coffee and Roastery

Price refers to the amount of money charged to consumers or the value exchanged to obtain the benefits of a product or service (Kotler et al., 2024). Consumer evaluations of the price variable at Samara Coffee and Roastery are presented in Table 2.

Table 2. Consumer Evaluation of the Price Variable at Samara Coffee and Roastery

No	Statement	Mean Score	Category	Standard Deviation
1	Price affordability	4,16	Agree	0,677
2	Price competitiveness	4,05	Agree	0,715
3	Price suitability to product quality	4,13	Agree	0,661
	Average	4,11	Agree	

Samara Coffee and Roastery offers products at varying price levels according to the type of menu, thereby providing consumers with options that suit their purchasing power. The price range offered is relatively affordable, particularly for university students, who constitute the primary consumer segment. As presented in Table 2, the price variable obtained an average score of 4.11, which falls within the "agree" category, indicating that consumers perceived the prices as appropriate.

The standard deviation values for each indicator ranged from 0.661 to 0.715, suggesting that consumers' evaluations of the price variable were relatively homogeneous. Consumers perceived the product prices as affordable, competitive with those of other coffee shops, and commensurate with the quality received. The relatively comparable price range with competitors indicates that Samara Coffee and Roastery is capable of setting competitive prices without compromising product value. This is consistent with the findings of (Simarmata et al., 2022), which indicate that price is considered favorable based on several aspects, namely price affordability, price competitiveness, and the provision of discounts.

These findings are consistent with the study conducted by (Aladiyat, 2024), which reported that price suitability in relation to product quality enhances consumers' confidence in making purchasing decisions, strengthens customer loyalty, and encourages repeat purchases.

c. Consumer Evaluation of the Place at Samara Coffee and Roastery

Place refers to how products are distributed so that they can be accessed by consumers conveniently and efficiently (Kotler & Armstrong, 2021). Consumer evaluations of the place variable at Samara Coffee and Roastery are presented in Table 3.

Table 3. Consumer Evaluation of the Place Variable at Samara Coffee and Roastery

No	Statement	Mean Score	Category	Standard Deviation
1	Accessibility of location	3,83	Agree	0,804
2	Availability of parking facilities	4,16	Agree	0,677
3	Visibility of location	4,10	Agree	0,689
	Average	4,03	Agree	

Based on Table 3, the place variable at Samara Coffee and Roastery obtained an average score of 4.03, which falls within the "agree" category. This result indicates that the business location is perceived as adequate in supporting consumers' purchasing activities. The standard deviation values for each indicator ranged from 0.677 to 0.804, suggesting that consumers' evaluations of the place variable were relatively consistent.

The coffee shop is located at the end of Merpati Sakti Street and in close proximity to schools and universities, making it easily accessible, particularly for students. The availability of parking facilities received the highest mean score, indicating that the parking area, which can accommodate approximately 9-10 cars and 25-30 motorcycles, provides convenience and comfort for visitors. In addition, the visibility of the location was perceived positively, as the building is easily seen and

recognized by consumers. This is consistent with the findings of (Simarmata et al., 2022), which indicate that place is considered favorable based on several aspects, namely strategic location and convenience.

However, the accessibility of the location received the lowest mean score among the indicators, suggesting that certain constraints related to ease of access still need to be addressed. Good and easily accessible road conditions can enhance consumers' ability to reach the business location, thereby improving convenience throughout the purchasing process. Good and easily accessible roads can improve consumers' convenience in reaching the business location, thereby supporting comfort during the purchasing process (Rahmadhani et al., 2024).

d. Consumer Evaluation of Promotion at Samara Coffee and Roastery

Promotion refers to activities carried out to communicate product advantages and persuade consumers to make purchases (Kotler et al., 2024). Promotion can be conducted through various innovations to attract consumers' interest in purchasing, such as the use of coffee shop signboards and logos that are easy to identify, sales promotions, and digital marketing. Consumer evaluations of the promotion variable at Samara Coffee and Roastery can be seen in Table 4.

Table 4. Consumer Evaluation of the Promotion Variable at Samara Coffee and Roastery

No	Statement	Mean Score	Category	Standard Deviation
1	Coffee shop signboard and logo	4,28	Strongly Agree	0,569
2	Sales promotion	4,43	Strongly Agree	0,607
3	Digital marketing	4,46	Strongly Agree	0,657
	Average	4,39	Strongly Agree	

Based on Table 4, the promotion variable at Samara Coffee and Roastery obtained an average score of 4.39, which falls into the strongly agree category. The standard deviation values for the promotion variable ranged from 0.569 to 0.657, indicating that respondents' answers were relatively homogeneous. This suggests that promotional activities were consistently perceived as very good by consumers.

These findings indicate that the promotional activities implemented have been highly effective in attracting consumers' attention. The digital marketing indicator obtained the highest score, indicating that the use of social media platforms such as Instagram and TikTok was considered highly effective in conveying product information and attracting consumer interest. The sales promotion indicator also received a high evaluation, as various programs such as discounts, bundling packages, and seasonal promotions were perceived as attractive by consumers. Meanwhile, the coffee shop signboard and logo were considered highly visible and easily recognizable, making it easier for consumers to locate the business. This statement is consistent with the findings of (Ma'rufah et al., 2017), which state that direct promotion or personal selling is one of the promotional media considered sufficiently effective as a means of communication with consumers.

This finding is in line with the study conducted by (Hiola, 2022), which reported that the use of online promotional media has a positive impact on consumers by enabling them to easily obtain the products they need and increasing their interest in purchasing products through promotional activities.

e. Consumer Evaluation of People at Samara Coffee and Roastery

People or human resources refer to all individuals involved as employees in a company, consumers, and others related to the company's services (Begawati, 2021). Consumer evaluations of the people variable at Samara Coffee and Roastery can be seen in Table 5.

Table 5. Consumer Evaluation of the People Variable at Samara Coffee and Roastery

No	Statement	Mean Score	Category	Standard Deviation
1	Friendliness and politeness of the waitstaff	4,16	Agree	0,677
2	The ability of the waitstaff to communicate with consumers	4,05	Agree	0,715
3	Appearance of the waitstaff	4,13	Agree	0,661
	Average	4,11	Agree	

Based on Table 5, the people variable at Samara Coffee and Roastery obtained an average score of 4.11, which falls into the agree category. This indicates that employee performance in providing services was perceived positively by consumers. The standard deviation values for each indicator ranged from 0.661 to 0.715, indicating that consumers' evaluations of the service tended to be consistent.

The indicator of friendliness and politeness of the waitstaff obtained the highest score, indicating that employees were able to provide friendly and polite service. The communication ability of the waitstaff was also perceived positively, as reflected in their ability to provide information and menu recommendations according to consumers' preferences. Meanwhile, the appearance of the waitstaff was considered neat and in accordance with the image of the coffee shop. The services provided have been able to create comfort for consumers during the purchasing process. Employees' ability to provide product information, offer products according to consumers' needs, and provide friendly and polite service can create positive consumer evaluations of service quality (Rahmadhani et al., 2024). This is consistent with the findings of (Sefira et al., 2024), which indicate that respondents agreed with the people variable based on several aspects, namely employees' friendliness in serving consumers, employees' accuracy and promptness in serving consumers, and employees' courtesy in providing services.

f. Consumer Evaluation of Process at Samara Coffee and Roastery

Process refers to a series of interrelated activities or stages that collectively transform inputs into outputs (Romli et al., 2022). Consumer evaluations of the process variable at Samara Coffee and Roastery can be seen in Table 6.

Table 6. Consumer Evaluation of the Process Variable at Samara Coffee and Roastery table

No	Statement	Mean Score	Category	Standard Deviation
1	Service speed	3,83	Agree	0,804
2	Variety of payment methods	4,16	Agree	0,677
3	Payment process	4,10	Agree	0,689
	Average	4,03	Agree	

Based on Table 6, the process variable at Samara Coffee and Roastery obtained an average score of 4.03, which falls into the agree category. This indicates that the service process provided was perceived to have been implemented well by consumers. The standard deviation values for each indicator ranged from 0.677 to 0.804, indicating that consumers' evaluations of the service process tended to be fairly consistent.

The service speed indicator obtained the lowest score, indicating that serving time still needs to be improved, although orders are generally completed within 10–19 minutes. Meanwhile, the variety of payment methods received a high evaluation, indicating that the availability of both cash and non-cash payment options, such as QRIS and debit cards, has facilitated consumer transactions. This is consistent with the findings of (Seran et al., 2020), which indicate that respondents agreed with the service process based on several aspects, namely a good sales service process, appropriate service hours, and a fast process for obtaining products. This finding is consistent with the study

conducted by (Kaunang et al., 2023), which stated that consumers agreed with the process marketing mix because employees were highly skilled in using equipment, worked efficiently, and demonstrated expertise in serving coffee products to consumers.

g. Consumer Evaluation of Physical Evidence at Samara Coffee and Roastery

Physical evidence refers to tangible evidence that reflects consumers' experiences through elements that can be observed and perceived when using products or services (Romli et al., 2022). Consumer evaluations of the physical evidence variable at Samara Coffee and Roastery can be seen in Table 7.

Table 7. Consumer Evaluation of the Physical Evidence Variable at Samara Coffee and Roastery

No	Statement	Mean Score	Category	Standard Deviation
1	Interior design of the place	4,28	Strongly Agree	0,569
2	Availability of additional facilities	4,43	Strongly Agree	0,607
3	Cleanliness of the place	4,46	Strongly Agree	0,657
	Average	4,39	Strongly Agree	

Based on Table 7, the physical evidence variable at Samara Coffee and Roastery obtained an average score of 4.39, which falls into the strongly agree category. This indicates that the physical condition and facilities provided were perceived as very good by consumers. The standard deviation values for each indicator ranged from 0.569 to 0.657, indicating that consumers' evaluations of physical evidence tended to be consistent.

The cleanliness indicator obtained the highest score, indicating that the cleanliness of the coffee shop area was well maintained, thereby providing comfort for consumers. Additional facilities also received high evaluations, such as the availability of seating areas, air-conditioned rooms, Wi-Fi, electrical outlets, prayer rooms, and other facilities that support consumers' activities. Meanwhile, the interior design was perceived as attractive, with a concept that has been transformed into a more modern style, thereby creating a comfortable and aesthetically pleasing atmosphere for visitors. This finding is in line with the study conducted by Kaunang et al. (2023), which stated that consumers' evaluations of the physical evidence marketing mix were very good because of the atmosphere created by seating arrangements, attractive interior design, continuously played music, and the facilities provided by the coffee shop. This statement is consistent with the findings of (Putri et al., 2019), which state that the interior design of a store should be designed to maximize sales through the art of arranging and presenting products in an aesthetic and visually appealing manner.

Relationship between the Marketing Mix and Consumer Purchase Decisions

Spearman's rank analysis aims to determine the relationship between the independent variables and the dependent variable. The results of the Spearman's rank analysis are presented in Table 8.

Table 8. Results of Spearman's Rank Analysis on the Relationship between the Marketing Mix and Purchase Decisions

Marketing Mix (X)	Purchase Decisions (Y)		Description
	Correlation Coefficient	Sig.	
Product	0,339	0,001	Moderately strong relationship with highly significant significance
Price	0,347	0,000	Moderately strong relationship with highly significant significance
Place	0,446	0,000	Moderately strong relationship with highly significant significance
Promotion	0,381	0,000	Moderately strong relationship with highly significant significance
People	0,347	0,000	Moderately strong relationship with

Marketing Mix (X)	Purchase Decisions (Y)		Description
			highly significant significance
Process	0,446	0,000	Moderately strong relationship with highly significant significance
Physical Evidance	0,381	0,000	Moderately strong relationship with highly significant significance

3. Relationship between Product and Purchase Decisions

The results of Spearman's rank correlation analysis showed that the product variable had a positive relationship with purchase decisions, with a correlation coefficient value of 0.339, which falls into the moderately strong category. The positive value indicates that improvements in product quality, durability, and uniqueness will be followed by an increase in purchase decisions. The significance value of 0.001, which is lower than 0.05, indicates that the relationship is significant.

The moderately strong relationship indicates that the product variable has not fully become the primary consideration for consumers. This is due to the large number of coffee shop alternatives available, causing consumers to evaluate various options before making purchase decisions. This finding is in line with the study conducted by Sinaga & Yuliawati (2026), which stated that the product variable has a positive and moderately strong relationship with purchase decisions.

4. Relationship between Price and Purchase Decisions

The results of Spearman's rank correlation analysis showed that the price variable had a positive relationship with purchase decisions, with a correlation coefficient value of 0.347, which falls into the moderately strong category. The positive value indicates that the more affordable the price, the more appropriate it is to product quality, and the more competitive it is compared with similar products, the higher the purchase decisions will be. The significance value of 0.000, which is lower than 0.05, indicates that the relationship is significant.

The moderately strong relationship indicates that price has not fully become the primary consideration in purchase decisions. This is because the price range is relatively similar to that of other coffee shops, causing consumers to compare prices among alternatives before making a choice. This condition reflects an evaluation process regarding the suitability of price to the benefits obtained. This finding is in line with the study conducted by Pebriana et al. (2023), which stated that price has a positive and significant relationship with purchase decisions. This result is also supported by Fitriasandi (2025), who stated that the price variable has a moderately strong and positive relationship with purchase decisions.

5. Relationship between Place and Purchase Decisions

The results of Spearman's rank correlation analysis showed that the place variable had a positive relationship with purchase decisions, with a correlation coefficient value of 0.446, which falls into the moderately strong category. The positive value indicates that the easier the access to the location, the more adequate the parking facilities, and the better the visibility of the location, the higher the purchase decisions will be. The significance value of 0.000, which is lower than 0.05, indicates that the relationship is significant.

The moderately strong relationship indicates that location has not fully become the primary consideration in purchase decisions. This is due to suboptimal access conditions, particularly because the road leading to the location was less supportive during the research period. In addition, the existence of other coffee shops with relatively similar accessibility levels causes consumers to compare several alternatives before making a choice. This condition reflects an evaluation process regarding the convenience and comfort of the location. This finding is in line with the study conducted by Yoktan & Nuswantara (2025), which stated that location has a significant relationship with purchase decisions. This result is also supported by Sinaga & Yuliawati (2026), who stated that the place variable has a positive relationship with a moderately strong level of correlation with purchase decisions.

6. Relationship between Promotion and Purchase Decisions

The results of Spearman's rank correlation analysis showed that the promotion variable had a positive relationship with purchase decisions, with a correlation coefficient value of 0.381, which

falls into the moderately strong category. The positive value indicates that the more effective the promotional activities implemented, the higher the purchase decisions will be. The significance value of 0.000, which is lower than 0.05, indicates that the relationship is significant.

The moderately strong relationship indicates that promotion has not fully become the primary consideration in purchase decisions. This is due to the influence of social media trends and recommendations from peer groups, which also shape consumer preferences. Consumers tend to search for information and compare various alternatives before making a choice. This finding is in line with the study conducted by Yoktan & Nuswantara (2025), which stated that promotion has a significant relationship with purchase decisions. This result is also supported by Fitriasandi (2025), who stated that promotion has a positive relationship with a moderately strong level of influence on purchase decisions.

7. Relationship between People and Purchase Decisions

The results of Spearman's rank correlation analysis showed that the people variable had a positive relationship with purchase decisions, with a correlation coefficient value of 0.347, which falls into the moderately strong category. The positive value indicates that the better the quality of service provided by employees, the higher the purchase decisions will be. The significance value of 0.000, which is lower than 0.05, indicates that the relationship is significant.

The moderately strong relationship indicates that service has not fully become the primary consideration in purchase decisions. This is because employees' friendliness, politeness, and communication skills have been regarded as common service standards in coffee shops, and therefore no longer constitute a distinctive advantage. Consumers tend to perceive service as part of the post-purchase experience rather than as the main factor influencing their choice. This finding is in line with the study conducted by Yoktan & Nuswantara (2025), which stated that service has a significant relationship with purchase decisions. This result is also supported by the study conducted by (Sefira et al., 2024), which stated that the people variable has a positive relationship with a moderately strong level of influence on purchase decisions.

8. Relationship between Process and Purchase Decisions

The results of Spearman's rank correlation analysis showed that the process variable had a positive relationship with purchase decisions, with a correlation coefficient value of 0.446, which falls into the moderately strong category. The positive value indicates that the better the service speed, the more varied the payment methods, and the easier the transaction process, the higher the purchase decisions will be. The significance value of 0.000, which is lower than 0.05, indicates that the relationship is significant.

The moderately strong relationship indicates that the service process has not fully become the primary consideration in purchase decisions. This is because service speed and transaction convenience have become common standards implemented in coffee shops, and therefore no longer constitute a distinctive advantage. The service process plays a greater role in facilitating consumers during the purchasing process; however, it is not yet strong enough to consistently encourage repeat purchases. This condition is in line with the study conducted by (Sefira et al., 2024), which stated that the process variable has a positive relationship with a moderately strong level of influence on purchase decisions.

9. Relationship between Physical Evidence and Purchase Decisions

The results of Spearman's rank correlation analysis showed that the physical evidence variable had a positive relationship with purchase decisions, with a correlation coefficient value of 0.381, which falls into the moderately strong category. The positive value indicates that the better the interior design, the more complete the facilities, and the cleaner the environment, the higher the purchase decisions will be. The significance value of 0.000, which is lower than 0.05, indicates that the relationship is significant.

The moderately strong relationship indicates that physical evidence has not fully become the primary consideration in purchase decisions. This is because the facilities and physical conditions offered are relatively similar to those of other coffee shops, and therefore do not constitute a distinctive differentiating factor. Physical evidence plays a greater role in creating comfort while consumers are at the location, whereas purchase decisions continue to be influenced by other considerations. This condition reflects an evaluation process among alternatives before consumers make their choices. This finding is in line with the study conducted by Fitriasandi (2025), which

stated that physical evidence has a significant relationship with purchase decisions. This result is also supported by the study conducted by (Sefira et al., 2024), which stated that the physical evidence variable has a positive relationship with a moderately strong level of influence on purchase decisions.

Implications :

The findings imply that Samara Coffee and Roastery should maintain and continuously improve the implementation of its marketing mix strategies, particularly promotion and physical evidence, which received the highest consumer evaluations, as well as place and process, which showed the strongest relationships with purchase decisions. Improving service efficiency, strengthening digital marketing activities, maintaining product quality consistency, and enhancing physical facilities are expected to increase consumer satisfaction and encourage repeat purchases.

Research contribution :

This study contributes to the advancement of consumer behavior and agribusiness marketing literature by providing empirical evidence regarding the relationship between the 7P marketing mix and consumer purchase decisions in the coffee shop industry. Furthermore, this study broadens existing literature by applying Spearman's Rank Correlation analysis to investigate consumer purchasing behavior in local coffee shop businesses.

Limitations :

This study has several limitations. First, the study was conducted only at Samara Coffee and Roastery in Binawidya District, Pekanbaru City; therefore, the findings cannot be generalized to all coffee shop businesses. Second, the study employed purposive sampling, which may limit the representativeness of the sample. Third, the study focused solely on the relationship between the marketing mix and purchase decisions without considering other factors, such as lifestyle, brand image, and consumer satisfaction. Furthermore, the study relied on self-reported data obtained from respondents, which may influence the accuracy and objectivity of the findings.

Suggestions :

1. Samara Coffee and Roastery is expected to maintain the quality of its product, price, place, promotion, people, process, and physical evidence variables in order to sustain consumer purchase decisions and encourage repeat purchases. 2. Since the product variable exhibited the lowest correlation coefficient (0.339), Samara Coffee and Roastery should strengthen product differentiation by developing distinctive signature menus and maintaining product quality consistency in terms of taste, presentation, and raw material standards, including take-away products to ensure quality until consumption. 3. The place variable showed a moderately strong relationship with purchase decisions, with a correlation coefficient of 0.446. Therefore, Samara Coffee and Roastery is recommended to improve location accessibility and visibility by providing clearer directional signs, installing more prominent signage, and increasing lighting in the front area to make the location easier to identify, particularly at night. These efforts are expected to facilitate consumer access and increase their intention to visit. 4. The process variable also demonstrated a moderately strong relationship with purchase decisions, with a correlation coefficient of 0.446. Samara Coffee and Roastery is advised to maintain service speed consistently, particularly during peak hours, and consider increasing the number of cashiers at certain times to accelerate ordering and payment processes. Furthermore, employing part-time waiters may help improve service efficiency, particularly in delivering orders to customers' tables in a timely manner.

CONCLUSION

The results of this study indicate that consumers of Samara Coffee and Roastery are predominantly female, aged 17-25 years, and mostly university students with monthly incomes ranging from IDR 2,000,000 to IDR 3,000,000. Consumer evaluations revealed that the product, price, place, people, and process variables were categorized as agree, while promotion and physical evidence were categorized as strongly agree, indicating positive consumer perceptions toward the marketing mix implemented by Samara Coffee and Roastery.

The findings further demonstrate that all elements of the 7P marketing mix have positive and significant relationships with consumer purchase decisions. Among these variables, place and process exhibited the strongest relationships with purchase decisions, suggesting that accessibility

and service efficiency play important roles in influencing consumer purchasing behavior. These findings imply that maintaining and improving the effectiveness of marketing mix strategies are essential for enhancing consumer purchase decisions and encouraging repeat purchases. Future studies are recommended to incorporate additional variables, such as lifestyle, brand image, customer satisfaction, and customer loyalty, as well as involve broader research settings to obtain more comprehensive and generalizable findings.

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