

Analysis of Marketing Strategy Toward Purchase Decision Of Starbucks Coffee Product at Manado City, North Sulawesi Province, Indonesia

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Abstract: Starbucks Coffee is one of the outlets or coffee shops in Manado City. Starbucks Coffee provides good service and maximum service every time you carry out work. This research uses the 4P marketing mix and 3P service marketing. The Marketing Mix which consists of the 7Ps (Product, Price, Place, Promotion, People, Process and Physical Evidence) is a reference for Starbucks Coffee Customers to make Purchasing Decisions at Starbucks Coffee in Manado. The purpose of this research is to analyze whether the Marketing Mix (Product, Price, Place, Promotion, People, Process and Physical Evidence) has a positive influence simultaneously or partially on purchasing decisions at Starbucks Coffee in Manado. This research is categorized as quantitative research and uses unintentional research methods in sample selection. A total of 100 people from a population of 9000

were used as respondents in this study. The data collection method uses multiple linear regression analysis with the SPSS 26 application program. The results of the research show that the marketing mix (Product, Price, Place, Promotion, People, Process and Physical Evidence) has a positive and significant influence on service quality both simultaneously and simultaneously. Partial.

Keywords: Marketing Strategy, Marketing Mix, Purchasing Decisions

INTRODUCTION

Background

The coffee shop industry has experienced rapid growth in recent decades and has had a significant impact on coffee culture and consumer lifestyles around the world. This industry continues to innovate by presenting new and interesting products, as well as collaborating with coffee bean producers and coffee farmers around the world. This includes the launch of specialty coffee beans. Coffee shops usually have high standards in the selection of coffee beans, roasting process and presentation. They often pursue high-quality coffee and provide special training for their baristas to ensure consistent product quality.

The development of the coffee shop industry in Indonesia in recent years has experienced extraordinarily fast growth. This is driven by increasing public interest in trying various types of coffee from all over the archipelago. In addition, people's interest in exploring various new aspects related to coffee shops has increased, which in turn has increased their references regarding existing coffee varieties. Seeing this opportunity and in line with the shift in people's lifestyles which integrate entertainment activities as an important part of daily life, many business people are starting to be interested in getting involved in the coffee shop business. The existence of a coffee shop is considered the most suitable for today's urban lifestyle. The presence of a comfortable atmosphere, quality menu choices, and attractive facilities are the main reasons for people to choose coffee shops as a place to relax and enjoy coffee.

One of the coffee shop industries in Indonesia is Starbucks, a coffee shop chain from the United States headquartered in Seattle, Washington. Starbucks is the world's largest coffee chain company with 20,336 stores in 61 countries, including 13,123 in the United States, 1,299 in Canada, 977 in Japan, 793 in the United Kingdom, 732 in China, 473 in South Korea, 363 in Mexico, 282 in Taiwan, 204 in the Philippines, 164 in Thailand and 326 in Indonesia. Starbucks sells hot and cold drinks, sweet pastries, coffee beans, ice cream, hot and cold sandwiches, salads and items such as glasses and tumblers. Starbucks coffee was first opened in 1971 in Seattle by Jerry Baldwin, Zev Siegle and Gordon Bawker. The first Starbucks outside Seattle were in Vancouver and Chicago in 1987 while the first branch outside North America was in Tokyo and opened in 1996. The development of coffee shops today reflects the evolution of consumer tastes, awareness of sustainability issues, and the influence of technology in the industry. . Coffee businesses continue to strive to meet the diverse and continuing demands of customers around the world. The industry has leveraged technology and digital services to

enhance the customer experience. Mobile apps, online ordering, and loyalty programs have become commonplace in many coffee shops.

Brand	TBI	Rating
Starbucks	49.40%	TOP
The Coffee Bean & Tea Leaf	11.90%	TOP
Drink coffee Doloe	3.30%	

Table 1. Top BrandsIndex (TBI)

Source: Top Brand Award, 2023

Based on the Top Brand above, it shows that Starbucks Coffee is in first place in the coffee shop business. Even though it is ranked first based on the top brand index, Starbucks must still design marketing strategies because currently changes in people's behavior are changing, coupled with the existence of new coffee shops which will influence consumers in buying Starbucks coffee. The explanation regarding purchasing decisions is an integrated process that combines knowledge in order to evaluate and choose one of Setiadi's alternative behaviors in (Sangadji & Sopiah, 2013). Furthermore, for the integration process in purchasing decisions, the marketing mix has a role in determining purchasing decisions. on Starbucks coffee consumers. So it can be explained that the marketing mix according to (Handayani & Fathoni, 2019) marketing mix is defined as existing elements of marketing activities that have a relationship and can be followed up by the company in order to obtain the effectiveness of marketing activities and satisfy consumer needs and desires.

Starbucks may not fully understand the tastes and preferences of consumers in Manado. The variety of products offered may be inadequate to reflect local culture and tastes, which may result in customer dissatisfaction and reduced purchasing decisions, decreased customer interest in a Starbucks menu that has not changed for a long time without new product innovation and the absence of appropriate product variety or innovation with local tastes in Manado, so customers tend to be less interested in buying Starbucks products.

By understanding the background and indications of this problem, further research can be carried out to identify appropriate solutions and improvements in Starbucks' marketing strategy in Manado in order to improve customer purchasing decisions and achieve success in that market. It is important to monitor for indications of these problems and take appropriate corrective steps to ensure that Starbucks marketing strategies remain effective and can meet customer needs and market demands. Improvements in each of these 7P elements can help improve Starbucks marketing strategies in Manado and positively influence customer purchasing decisions.

This research will seek the latest information using research methods and relevant research subjects related to product, price, place, promotion, process, people and physical evidence variables in

making purchasing decisions. The results of this research will result in an updated research title to "Marketing Strategy Analysis of Starbucks Coffee Purchasing Decisions in Manado."

Research purposes

1. To analyze the influence of Product, Price, Promotion, Location, Physical Evidence, People and Process on Starbucks Coffee Purchase Decisions in Manado
2. To analyze the influence of products on purchasing decisions for Starbucks Coffee in Manado
3. To analyze the influence of price on purchasing decisions for Starbucks Coffee in Manado
4. To analyze the influence of promotions on purchasing decisions for Starbucks Coffee in Manado
5. To analyze the influence of location on purchasing decisions for Starbucks Coffee in Manado
6. To analyze the influence of Physical Evidence on purchasing decisions for Starbucks Coffee in Manado
7. To analyze the influence of people on purchasing decisions for Starbucks Coffee in Manado
8. To analyze the influence of the process on purchasing decisions for Starbucks Coffee in Manado

LITERATURE REVIEWS

Marketing Management

Wahdiniwaty et al., (2023: p.6), states that marketing involves more than just activities carried out by a group of people in a certain area or department. Marketing occurs starting from the concept of exchange and relationships, then produces a market concept, the existence of similar needs and desires allows exchange to occur, but the way marketing is managed needs to be considered so that the process becomes more effective and efficient (Wahdiniwaty et al., 2023: p.10).

Marketing management is a strategic approach that is very important for organizations to achieve marketing goals and create value for customers and a dynamic and important process in managing marketing aspects in organizations. By understanding and applying these principles, organizations can achieve competitive advantage and better meet customer expectations.

From the definition above, it can be concluded that a manager must plan, organize, direct and control marketing activities to achieve the company's marketing goals. An effective marketing manager is able to manage various aspects of marketing well and make the right decisions to achieve company success.

Marketing strategy

The marketing mix is a strategy that can be used by small and medium enterprise (SME) owners to win market competition and get as many buyers as possible. According to Kotler (2012) states that the marketing mix is a set of marketing tools that companies use to continuously influence consumers to buy the products or services offered in order to achieve the company's goals in the target market.

According to Agus Hermawan (2012) explains, " Marketing mix is four components consisting of 4Ps, namely product, price, promotion, and place or distribution. In other words, the marketing mix is a collection of variables that can be used by companies to influence consumer responses or what are called the 4Ps.

Buying decision

Customer behavior is a widely studied field. Understanding it completely is impossible, because it is closely related to the human mind. However, forecasting how humans behave in purchasing situations can be predicted through previous purchasing decisions (Abdelhady et al., 2019).

Vrat (2014), defines purchasing decisions as an effective buying and purchasing process aimed at getting the right materials in the right quantity, with the right quality, from the right resources, at the right time, and at the right price. According to Charlesworth (2018); Wahdiniwaty et al., (2023: p.52-53), perhaps the most commonly used style of buyer behavior is one that considers the purchasing process as a cycle, taking customers through five series of steps as stages of purchase, namely problem recognition, information search, alternative evaluation, purchasing decisions and post-purchase behavior.

StudyPrevious

Research by Simaputang H. Edo., et al (2021) entitled The Influence of Marketing Mix on Purchasing Decisions at Janji Jiwa Coffee Shop in Padang. The aim of this research is to analyze the size of the impact of the marketing mix on consumer purchasing decisions at the Janji Jiwa Volume 200 Padang coffee shop. In determining sampling, non-probability sampling techniques were used. The data collection technique used in the following research is by distributing a questionnaire using a Likert scale with 32 statements which are first tested for validity and reliability. Based on the research results: (1) marketing mix is categorized as very good (50.5%), (2) Purchase decisions are categorized as very good (57.9%). Based on simple linear regression hypothesis testing, $F_{16,829} \text{ sig } 0.000 < 0.05$, therefore the marketing mix variable influences consumer purchasing decisions through an R Square value of 0.153. The marketing mix drives consumer purchasing decisions significantly by 15.3% and 84.7% is influenced by other factors. Then a t value of 7.446 was obtained with a sig of $0.000 < 0.05$, so that a significant influence was obtained between the two variables. Furthermore, the regression coefficient value is 0.463 and the sig value is $0.000 < 0.05$. This means that 1 additional unit of marketing mix can add 0.463 units to purchasing decisions. Based on the research results, it is recommended that management always make maximum efforts to improve the implementation of the marketing mix to further encourage consumer purchasing decisions.

Research by Intania Helena., et al (2021) with the research title Marketing Mix Analysis of Starbucks Coffee Purchase Decisions in Jakarta. The aim of this research is to analyze the influence of product, price, place, promotion, process, people and physical evidence variables on the decision to purchase Starbucks coffee in Jakarta. The sample used non-probability sampling as a source through

the results of distributing questionnaires to 96 respondents. The results obtained are (1) the existence of the product has a significant effect on purchasing decisions, (2) price has no significant effect on purchasing decisions, (3) place has no significant effect on purchasing decisions, (4) promotion has a significant effect on purchasing decisions, (5) the process has no significant influence on purchasing decisions, (6) people have a significant influence on purchasing decisions, (7) physical evidence has no significant influence on purchasing decisions. Research limitations due to the pandemic, the distribution used G-form so there was a lack of approach to respondents.

Research by Alif Mahmudi., et al (2022) research title Analysis of the Influence of the 7P Marketing Mix in the New Normal Era on Purchasing Decisions at Coffee Shops in Malang (Case Study: Kopi Ortu). This research aims to test the influence of the independent variable on the dependent variable. This research used the multiple linear regression method. The number of respondents in this study was 113 people from parents' coffee consumers. The accepted hypothesis includes price, because cheap prices attract consumer interest in making purchasing decisions. The next hypothesis accepted is promotion, because the more unique the promotion and discount given, the more likely consumers are to buy the product.

Research Model and Hypothesis

Based on the background of the theoretical review problem, the model in this research is as follows:

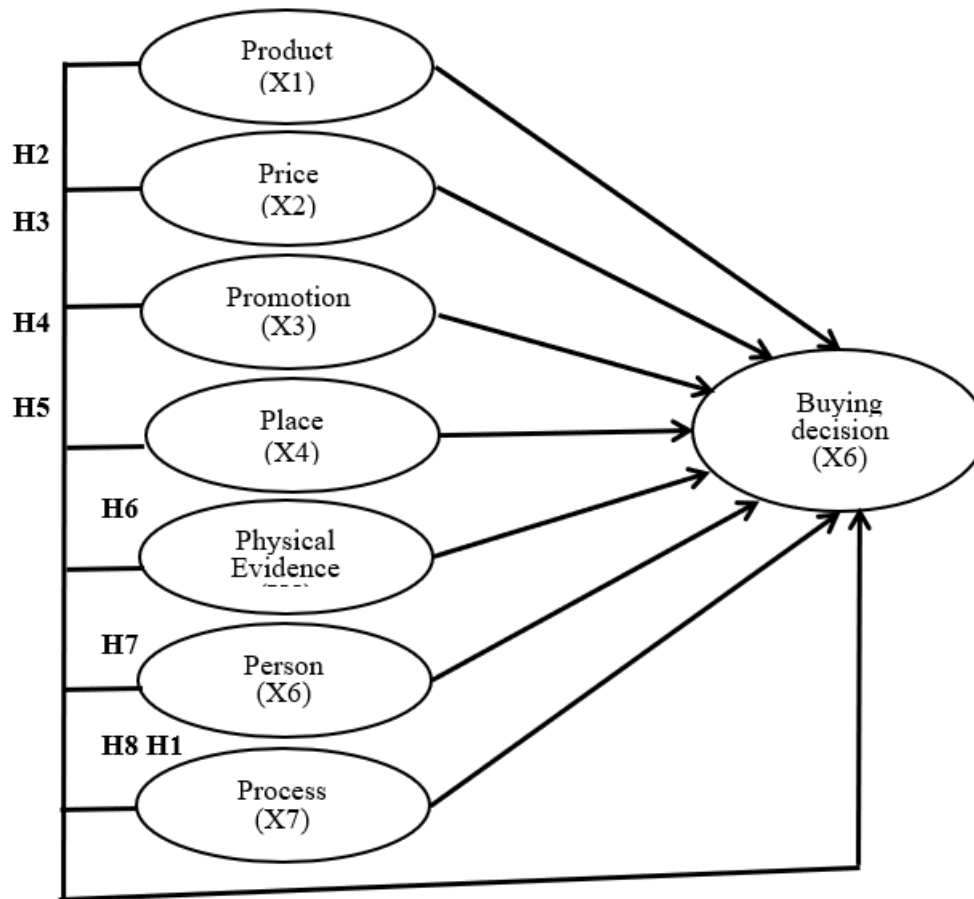


Figure 1. Research Model

Source: Research process, 2023

Hypothesis

There must be a little explanation regarding the research model, namely:

- H1: It is suspected that there is an influence of product, price, promotion, place, physical evidence, people, process on purchasing decisions
- H2: It is suspected that there is a product influence on purchasing decisions
- H3: It is suspected that the influence of price on purchasing decisions
- H4: It is estimated that the influence of promotions on purchasing decisions
- H5: Expected influence of place on purchasing decisions
- H6: It is suspected that the influence of physical evidence on purchasing decisions
- H7: Expected influence of people on purchasing decisions
- H8: It is suspected that the influence of the process on purchasing decisions

RESEARCH METHODS

This research is quantitative research with the type of research namely associative. According to Sugiyono (2016: 36) associativity is a research problem formulation that asks about the relationship between two or more variables. Through associative research, a theory can be built which functions to explain, predict and control a phenomenon.

Research Place

This research was conducted at existing Starbucks coffee outlets in Manado City.

Method of collecting data

Sugiyono (2019) Data sources are divided into two parts, namely:

1. Primary Data, is data that can be obtained from the object that we will research directly. In this research, primary data was obtained from respondents by distributing questionnaires to Starbucks Coffee consumers in Manado who were the respondents in this research.
2. Secondary data is data obtained from outside the research object, however, it has a fairly close relationship with the data that has been collected either directly or indirectly. Secondary data itself is used by researchers to provide additional, complementary descriptions and for further processes. Secondary data is obtained directly from supporting media such as the internet or related articles.

Research Population and Sample

According to Sugiyono (2016: 80) population is a generalized area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions drawn. The population of this researcher is consumers of Starbucks Coffee in Manado. The sampling technique for this research was carried out using probability sampling. According to Sugiyono (2016: 82) Probability Sampling is a sampling technique that provides an equal opportunity for each element (member) of the population to be selected as a member of the sample. The sampling of sample members from a population is carried out randomly without paying attention to the strata in the population. The population in the study was 9000 people, this is the accumulated purchase data at 6 Starbucks Coffee outlets in Manado during the last 3 months from August to October 2023. Meanwhile, the sample used was 100 respondents.

Data analysis

The analytical method used in this research is multiple linear regression including multiple coefficient of determination, F test, t test and classical assumption test. Related to this is data obtained from data processing using SPSS 26 software.

RESEARCH RESULTAND DISCUSSION

Table 1. Classification of Respondents Based on Occupation

No.	Work	Number of Respondents	Percentage (%)
1.	Student/Students	19 People	19.2%
2.	Self-employed	10 People	9.%
3.	Private employees	28 People	28.3%
4.	Government employees	17 People	17.2%
5.	Other	26 People	26.3%
	Total	100 people	100%

Source: data processing, 2023

Based on the job classification of respondents in table 1, it shows that there were 19 respondents with jobs as students with a percentage of 19.2%, respondents with jobs as entrepreneurs were 10 people with a percentage of 9%, respondents with jobs as private employees were 28 people with percentage of 28.3%, respondents with jobs as civil servants were 17 people with a percentage of 17.2%, respondents with jobs in other categories were 26 people with a percentage of 26.3%.

Table 2. Validity and Reliability Test

Variable	Indicator	Correlation (r)		Coefficient	
		R	Status	Cronbach's Alpha	Status
Product (X1)	X1.1	1	Valid	0.917	Reliable
	X1.2	0.793	Valid		Reliable
	X1.3	0.731	Valid		Reliable
	X1.4	0.794	Valid		Reliable
Price (X2)	X2.1	0.634	Valid	0.677	Reliable
	X2.2	0.690	Valid		Reliable
	X2.3	0.406	Invalid		Not Reliable
Promotion (X3)	X3.1	0.665	Valid	0.755	Reliable
	X3.2	0.667	Valid		Reliable
	X3.3	0.737	Valid		Reliable
	X3.4	0.645	Valid		Reliable

Place (X4)	X4.1	0.692	Valid	0.762	Reliable
	X4.2	0.722	Valid		Reliable
	X4.3	0.701	Valid		Reliable
	X4.4	0.621	Valid		Reliable
Physical Evidence(X5)	X5.1	0.725	Valid	0.780	Reliable
	X5.2	0.638	Valid		Reliable
	X5.3	0.732	Valid		Reliable
	X5.4	0.655	Valid		Reliable
Person(X6)	X6.1	0.677	Valid	0.723	Reliable
	X6.2	0.742	Valid		Reliable
	X6.3	0.616	Valid		Reliable
	X6.4	0.650	Valid		Reliable
Process (X7)	X7.1	0.745	Valid	0.748	Reliable
	X7.2	0.612	Valid		Reliable
	X7.3	0.734	Valid		Reliable
	X7.4	0.642	Valid		Reliable
Buying decision (Y)	X8.1	0.757	Valid	0.707	Reliable
	X8.2	0.627	Valid		Reliable
	X8.3	0.616	Valid		Reliable
	X8.4	0.553	Invalid		Not Reliable
	X8.5	0.494	Invalid		Not Reliable

Source: data processing, 2023

Based on table 2, it is shown that only one statement item is invalid and the other items have a correlation value @ greater than 0.5 as indicated. This means that all of these items can be used in further analysis. Then, based on the reliability test results seen in table 2, all variables in this study were declared reliable. These results are in accordance with the proposed criteria, where the Cronbach Alpha coefficient value produced by each variable is greater than 0.6. So that data analysis can be continued to predict the relationship between variables in accordance with the proposed hypothesis.

Table 3. Regression Test

Variables	b	Std.	T count	Sig	Informatio
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		error			n
(constant)	0.500	0.878	0.570	0.570	
Product	0.323	0.158	2,051	0.043	significant
Price	-0.062	0.124	-0.499	0.619	Not significant
Promotion	0.346	0.129	2,686	0.009	significant
Place	-0.155	0.139	-1.121	0.265	Not Significant
ProofPhysique	0.530	0.153	3,466	0.001	significant
Person	-0.159	0.130	-1,224	0.224	Not Significant
Process	0.345	0.150	2,297	0.024	significant
R = 0.924		Sign. F = 0.000		Number of samples = 100	
R Square = 0.854		F count = 76,786		t Table = 1.986	
Adjusted R Square = 0.843		F table = 2.110		α = 0.05 (5%)	
Purchase Decision =0.500 + 0.323 - 0.062 + 0.346 - 0.155 + 0.530 - 0.159 + 0.345 + e					

Source: data processing, 2023

Based on the analysis in Table 3, the following equation is obtained:

$$Y = 0.500 + 0.323x_1 - 0.062x_2 + 0.346x_3 - 0.155x_4 + 0.530x_5 - 0.159x_6 + 0.345x_7 + e$$

In table 3, the equation shows significant numbers for all variables: Product, Price, Promotion, Place, Physical Appearance, People and Process. The interpretation of this equation is:

1. The constant value (α) of 0.500 means that if the independent variables product, price, place, promotion, people, process, physical evidence have a value of (0) then the Purchase Decision value is 0.500.
2. The parameter value or regression coefficient b1 of 0.043 indicates that every increase in the product variable increases, indicating that the increase in the purchasing decision variable will increase by 0.043, which means that for every increase in purchasing decisions a product variable of 0.043 is required, assuming the other independent variables remain constant.
3. The parameter value or regression coefficient b2 of 0.619 indicates that as the price variable increases, purchasing decisions will increase by 0.619, which means that for every increase in purchasing decisions a price variable of 0.619 is required, assuming the other independent variables remain constant.
4. The parameter value or regression coefficient b3 of 0.009 indicates that as the promotional variable increases, purchasing decisions will increase by 0.009, which means that for every increase in purchasing decisions, a location variable of 0.009 is required, assuming the other independent variables remain constant.
5. The parameter value or regression coefficient b4 of 0.265 indicates that as the place variable

increases, purchasing decisions will increase by 0.265, which means that for every increase in purchasing decisions, a place variable of 0.265 is required, assuming the other independent variables remain constant.

6. The parameter value or regression coefficient b5 of 0.001 indicates that as the physical appearance variable increases, purchasing decisions will increase by 0.001, which means that for every increase in purchasing decisions a physical appearance variable of 0.001 is required, assuming the other independent variables remain constant.
7. The parameter value or regression coefficient b6 of 0.224 indicates that as the person variable increases, purchasing decisions will increase by 0.224, which means that for every increase in purchasing decisions, a person variable of 0.047 is required, assuming the other independent variables remain constant.
8. The parameter value or regression coefficient b7 of 0.024 indicates that as the process variable increases, purchasing decisions will increase by 0.024, which means that for every increase in purchasing decisions a process variable of 0.024 is required, assuming the other independent variables remain constant.

Based on table 3, the results of the correlation coefficient or R are 0.924, this shows that the influence of product, price, promotion, place, physical evidence, people and process on service decisions has a positive influence of 0.924 or 92.4%. The result of the coefficient of determination or R square (r^2) is 0.854 which shows that 85.4% of service decisions are influenced by the variables product, price, promotion, place, physical evidence, people, process. Meanwhile 14.65% (100%-85.4%) was influenced by other causes not examined in this study.

Discussion

This research was conducted to discuss the factors that influence the marketing strategy of Starbucks Coffee in Manado. These factors include product, price, promotion, place, physical evidence, people and processes.

Products, Prices, Promotions, Places, Physical Evidence, People and Processes have an influence on Buying decision

Based on research results which show that product, price, promotion, place, physical evidence, people and process simultaneously influence purchasing decisions at Starbucks Coffee in Manado. The results of this research are supported by previous research by Arif Mahmudi (2022), finding that marketing mix variables have a positive effect simultaneously on purchasing decisions. According to the author, based on the description above, it explains that the marketing mix plays a very important role for the company, because if the marketing mix has been implemented well it will have an impact on consumer purchasing decisions which will later increase Starbucks Coffee's income through product sales. Marketing mix is a series of flexible marketing tools that can be controlled, for example product, price, price increases & location that the company combines to form the company's desired response to the target market and consumers.

Products partially influence purchasing decisions

The research results state that the product variable partially has a significant influence on the decision to purchase Starbucks coffee in Manado. The results of this research are supported by previous research by Helena (2021) which found that product variables had a significant and positive effect on the decision to purchase Starbucks coffee. According to Paenulis, a product's ability to meet consumer expectations and provide the desired added value can be a strong driver in purchasing decisions. Therefore, effective product development, improvement and marketing can make a positive contribution to consumer purchasing decisions so that the product becomes superior and attracts more consumer interest in purchasing Starbucks coffee products.

Partial Price has no effect on Purchasing Decisions

The results of this research state that the price variable has no influence and is not significant on the decision to purchase Starbucks coffee in Manado. The results of this research are supported by previous research by Helena (2021) which found that the price variable did not have a significant effect on the decision to purchase Starbucks coffee. According to the Author Price remains one of the main considerations for consumers, price can have a significant impact on consumers' value perceptions and their purchasing decisions. However, in this research, the Starbucks coffee product offered is relatively high priced, consumers may be willing to pay more if they see the added value that corresponds to that price. However, prices that are too high or not commensurate with the benefits received can hinder purchasing decisions.

Promotion partially influences purchasing decisions

The results of this research say that promotions have a positive and significant influence on purchasing decisions at Starbucks coffee in Manado. The results of this research are supported by previous research by Helena (2021) which found that promotional variables had a significant effect on Starbucks coffee purchasing decisions. According to the author, promotional strategies, such as discounts, special offers, or marketing campaigns, can motivate consumers to make purchases. Promotions can increase consumer awareness of a particular product or brand, making it more visible in the market, and discounts or special offers can create an extra incentive for consumers to make an immediate purchase.

Partial place has no effect on purchasing decisions

The results of this research explain that place does not have a significant influence on purchasing decisions at Starbucks coffee in Manado. The results of this research are supported by previous research by Helena (2021) which found that place or location variables did not have a significant effect on the decision to purchase Starbucks coffee. According to the author, Starbucks outlets are less accessible to the public or parking is difficult at several outlets in the city of Manado, and in the digital era, where

many consumers make purchases online, physical access to the location may not always be the dominant factor.

Physical evidence partially influences purchasing decisions

The results of this research explain that physical evidence has a significant and positive influence on purchasing decisions at Starbucks coffee in Manado. The results of this research are supported by previous research by Arif Mahmudi (2022) which found that the physical appearance variable had a significant effect on the decision to purchase Starbucks coffee. According to the author, attractive physical evidence can attract consumers' attention, creating buying interest from consumers in purchasing products. Attractive physical evidence can stimulate impulse buying, where consumers may decide to buy a product on a whim because of its visual appeal.

People partially have no influence on purchasing decisions

The results of this research show that people do not have a significant influence on purchasing decisions at Starbucks coffee in Manado. The results of this research are supported by previous research by Muhammad Rafliatha (2017). According to the Author Employees may not have sufficient knowledge or skills to interact or influence customers positively in a sales context.

The process partially influences purchasing decisions

The results of this research show that the variables have a significant and positive influence on purchasing decisions at Starbucks coffee in Manado. The results of this research are supported by previous research by Arif Mahmudi (2022), finding that the process has a significant influence on purchasing decisions. According to the author, the purchasing process involves a series of steps taken by consumers from the initial thought of purchasing to finally making a purchasing decision, both online and offline, can influence their understanding of the product or service and shape purchasing preferences and experiences during the purchasing process and shape customer satisfaction and Repeat purchase decisions as well as ease and comfort in the purchasing process can motivate consumers to continue and complete transactions.

CLOSING

Conclusion

Based on the research results and discussion, the following conclusions can be drawn for this research:

1. The variables product, price, promotion, place, physical evidence, people, process simultaneously have a positive and significant effect on the decision to purchase Starbucks coffee in Manado.

2. Product variables partially have a significant effect on purchasing decisions at Starbucks coffee in Manado.
3. The partial price variable does not have a significant effect on purchasing decisions at Starbucks coffee in Manado.
4. The promotional variable partially has a significant effect on purchasing decisions at Starbucks coffee in Manado.
5. The partial location variable does not have a significant effect on purchasing decisions at Starbucks Coffee in Manado.
6. The physical evidence variable partially has a significant effect on purchasing decisions at Starbucks Coffee in Manado.
7. Partial person variables do not have a significant effect on purchasing decisions at Starbucks coffee in Manado.
8. Process variables partially have a significant effect on purchasing decisions at Starbucks coffee in Manado.

Suggestion

1. Starbucks Coffee should pay special attention to product management, including quality and innovation, to ensure their products suit consumer needs and preferences.
2. For Starbucks Coffee, being able to align its pricing strategy with the value provided by the product can be key. Discounts, special offers, or competitive pricing policies can increase a product's appeal.
3. The results of this research can be used by researchers as a reference or even comparison for subsequent research.

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