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The Influence of Taste, Flavor Variety, and Price on Purchasing Decisions for Jago Mobile Coffee on Jalan Guru Mughni, South Jakarta

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Abstract:

This study aims to measure the impact of taste, variety, and price on consumer purchasing decisions regarding "Kopi Keliling Jago" in the Jalan Guru Mughni area, South Jakarta. A quantitative approach was employed, involving a sample of 95 respondents. Primary data were collected via questionnaires and analyzed using multiple linear regression with SPSS 25 software. The findings demonstrate that taste has a positive and significant partial effect on purchasing decisions, with a regression coefficient of 0.267, a t-value of 2.204, and a significance level of 0.030. Variety also shows a positive and significant influence, with a coefficient of 0.449, a t-value of 4.411, and a significance level of 0.000. Price similarly exerts a positive and significant influence, with a coefficient of 0.267, a t-value of 3.212, and a significance level of 0.003. Collectively, taste, variety, and price have a significant impact on purchasing decisions, yielding an F-statistic of 16.395 and a significance level of 0.000. Therefore, optimizing taste quality, expanding product variety, and implementing competitive pricing strategies are effective ways to boost purchasing decisions for the Kopi Keliling Jago business.

Keywords: *Flavor Variety; Kopi Keliling Jago; Purchasing Decision; Price; Taste.*

INTRODUCTION

Indonesia's coffee industry has experienced significant growth in recent years, driven by rising coffee consumption across various segments of society. Coffee has evolved from a mere

daily beverage into an expression of personal lifestyle. Numerous local brands compete fiercely through superior flavor profiles, competitive pricing, and creative marketing strategies. Kopi Jago has emerged as a rapidly growing player in the industry, adopting a mobile business model that utilizes electric bicycles. This strategy introduces a street-coffee concept that maintains quality standards comparable to modern cafés. Through this approach, Kopi Jago has successfully attracted customers seeking high-quality coffee at affordable prices and with convenient access (Muiz & Fauzi, 2024).

Consumers typically go through several stages such as information seeking or receiving recommendations before deciding to make a purchase. Kotler & Keller (cited in Syafrian, 2025) define customer satisfaction as the level of pleasure an individual feels after comparing service performance against their expectations. Syafrian reinforces this view, describing satisfaction as the outcome of an evaluation comparing a product's actual benefits with the consumer's initial expectations. Consequently, the level of customer satisfaction serves as a key benchmark for assessing how effectively coffee products meet consumer desires (Syafrian, 2025).

Several coffee brands in Indonesia secured top positions in the 2024 Top Brand Index. Major names such as Kopi Kenangan, Kopi Janji Jiwa, Fore, and Kulo dominate the rankings.

Table 1.1 Top-Ranked Coffee Beverage Brands in Indonesia

Merek Minuman Kopi	Top Brand Index (TBI) 2024
Kopi Janji Jiwa	44,80%
Kopi Kenangan	39,00%
Fore	6,90%
Kulo	5,40%

Source: *Top Brand Award 2024*

Data in Table 1.1 indicates that Kopi Janji Jiwa secures the largest portion of coffee sales in Indonesia. This brand commands 44.80% of the market. Kopi Kenangan follows in the second spot with a share of 39.00%. The remaining competitors show much lower sales figures. Fore ranks third at 6.90% and Kulo ranks fourth at 5.40%. These values reveal a substantial performance disparity between Kopi Kenangan and the brands that follow it (D. L. Dewi et al., 2024).

Table 1.2 Top-Ranked Mobile Coffee Brands in Indonesia

Mobile Coffee Brand	Top Brand Index 2025
Jago Coffee	35%
Haus! (Keliling)	28%
Rindu Mu	12%
Sejuta Jiwa	10%

Source: *Top Brand Index 2025*

This study addresses a research gap stemming from contradictory evidence in existing coffee industry literature. Muflikh et al. (2024) highlight taste quality as the primary driver for consumers. However, Suhita et al. (2025) argue that taste and price together shape buyer

preferences. Setyowati et al. (2025) provide evidence that product quality and price dictate purchasing decisions in physical coffee shops. Silfia et al. (2026) demonstrate that price perception significantly impacts coffee sales from street vendors. Additionally, Absor et al. (2026) identify price, taste, aroma, and variety as essential factors in ready to drink coffee consumption. Masykuroh and Tamonsang (2026) offer a different perspective by stating that promotion drives loyalty while price shows no influence. Such disparities emphasize the need for research on mobile coffee services. These businesses operate differently than traditional cafes. Consequently, this study examines the impact of taste, flavor variety, and price on purchasing decisions for Jago mobile coffee on Jalan Guru Mughni, South Jakarta. This focus aligns with the observation by Rhenald Kasali that coffee now represents a modern lifestyle choice rather than just a caffeine source (Nurhayati & Elvira, 2026). The novelty of this study lies in its object, variable combination, and research context specifically mobile coffee, which differs in characteristics from stationary coffee shops. Muflikh et al. (2024) examined consumer preferences and purchasing decisions regarding coffee shops, finding that taste quality is a priority attribute for consumers. Aziz et al. (2024).

The state of the art illustrates the development of past inquiries. It identifies the unique standing of current research. Most studies in the coffee industry prioritize taste and menu options. These metrics provide a baseline for industry analysis.

Most existing literature concentrates on brick and mortar establishments. Mobile coffee ventures receive little academic attention. Therefore, studying the Kopi Jago mobile business on Jalan Guru Mughni offers valuable insights. This analysis explores how flavor, variety, and cost impact consumer behavior in the mobile segment.

These circumstances motivate the present study on Kopi Jago. The author investigates specific drivers of local consumption. The research is titled "The Influence of Taste, Flavor Variety, and Price on Purchasing Decisions for Kopi Jago Mobile Coffee on Jalan Guru Mughni, South Jakarta."

LITERATURE REVIEW

This research adopts marketing management as its overarching grand theory. Kotler and Keller argue that this discipline oversees every marketing function. Consequently, it remains a fundamental requirement for any business (Saputra, 2021).

This study applies middle-range theories covering marketing, its management, and the marketing mix (Pustaka et al., 2004). Early observations focus on Kopi Jago. This brand leads the mobile coffee industry through sustainable technology. It uses electric bicycles and carts. Crucial elements like product taste, flavor options, and customer satisfaction define its market presence.

Consumer behavior theory tracks how individuals or groups select and utilize goods. It details the process of evaluating and discarding services to meet specific demands. This framework provides a base for analyzing what drives a customer to buy a product.

Zulaikha et al. (2026) define consumer behavior as a multi-step process. People engage in selecting, acquiring, and using ideas or products to satisfy their goals. Specific factors shape these actions. Individual experiences, perceptions, and lifestyles play a dominant role in this process.

Sudirman et al. (2024) describe consumer behavior as a fluid interaction. It involves affect, cognition, and external environments. Consumers participate in these exchanges throughout their daily routines. This perspective shows that purchases depend on more than just product features. Social surroundings and personal experiences also dictate final choices.

Synthesizing the previously mentioned scholarly perspectives leads to a clear definition of Consumer Behavior Theory. This framework maps how individuals identify requirements and gather data. It further tracks how they compare options and finalize transactions. Finally, it addresses the assessment stage after a purchase. This research adopts the theory as its core conceptual pillar. The model posits that consumer appraisals of product characteristics and their subjective worth drive buying choices. Specifically, "Jago" mobile coffee attracts customers in the Guru Mughni district of South Jakarta through strategic alignment. Taste profiles that meet local preferences and a diverse selection of flavors stimulate interest. Furthermore, pricing that reflects the functional advantages of the product builds favorable consumer attitudes. These combined factors effectively motivate the target audience to buy the product.

Flavor differs from simple taste sensations. It acts as a comprehensive perception that determines market performance. Companies must preserve flavor quality while innovating to meet modern demands (Fauziah and Pratiwi, 2026).

Marzuki and Syafril (2024) identify flavor as a vital quality component. It defines how well a food or drink provides a pleasant experience. Uniform flavor profiles increase buyer satisfaction. This consistency leads to higher rates of repeat buying. Flavor reflects consumer judgments regarding product quality. These judgments stem from sensory inputs like taste, scent, texture, look, and heat. This specific attribute significantly influences how consumers feel and what they choose to buy. This research examines the flavor of "Kopi Keliling Jago." The study assumes that its flavor creates a positive experience. Such an experience ultimately improves purchasing decisions among consumers.

Flavor variety functions as a strategy for product growth. Organizations provide multiple flavor paths to satisfy various consumer tastes. This approach makes products more attractive. It offers more choices to the public and helps businesses capture a larger portion of the market. Marzuki and Syafril (2024) classify flavor variety as a subset of broader product diversity. It represents the collection of choices available to meet market demands. Providing more options improves a firm's ability to capture consumer attention.

Dewi et al. (2024) view flavor variety as a tool for product differentiation. Companies use it to gain an edge over rivals. Multiple flavor options provide consumers with more flexibility. This diversity strengthens both satisfaction and longterm loyalty.

Fauziah and Pratiwi (2026) define product variety as a corporate strategy that provides options across different dimensions, including size, quality, design, and taste. This approach offers consumers numerous alternatives that align with their specific requirements. Based on this

framework, flavor variety represents the spectrum of taste options a firm develops to satisfy market preferences.

Diverse flavors allow buyers to select products that match their personal palates. This selection process increases satisfaction and stimulates the intent to buy. This research analyzes how the flavor variety at "Kopi Keliling Jago" provides consumers with options that encourage purchase decisions. Price serves as a critical marketing mix component. It heavily influences consumer behavior. Individuals evaluate whether a product's cost reflects the value of the benefits they receive. Consequently, businesses must establish pricing that attracts interest and secures financial gain.

Fauziah & Pratiwi (2026) characterize price as the monetary value a consumer pays to acquire a specific good or service. Management must base pricing decisions on production expenses, market trends, and the purchasing power of the target audience. This integration ensures the company reaches its primary objectives.

Utami (2024) identifies price as the exchange value of a service or commodity expressed in currency. This element acts as a primary catalyst for consumer buying choices. Precise pricing improves satisfaction levels and fosters a distinct competitive advantage for the organization.

Rahmawati (2025) views price as the total financial amount a customer spends to obtain a product and its related services. Within the marketing framework, price dictates how consumers perceive product quality. It also determines the competitiveness of the firm and shapes final purchase decisions.

Price represents the financial sacrifice consumers make to acquire product utility. This metric functions as more than a transactional tool. It signals quality and value to the buyer. This study analyzes the pricing of "Jago" mobile coffee. It explores how the balance between cost and perceived benefits stimulates consumer buying choices.

The purchase decision marks the conclusion of the consumer psychological journey. It occurs after the buyer identifies a need, searches for information, and evaluates alternatives. High conversion rates indicate that a firm successfully meets market demands. These decisions serve as a primary metric for corporate performance and customer satisfaction.

Rahmawati (2025) defines the purchase decision as the specific point where a consumer executes a transaction after comparing various options. External social influences and sudden situational changes often impact this stage. This phase transforms initial interest into a concrete financial commitment.

Fauziah and Pratiwi (2026) characterize the purchase decision as a selection process based on attribute assessment. Consumers evaluate how well a product satisfies their functional requirements. This decision reflects a structured behavioral process that includes multiple pre-purchase considerations.

Marzuki and Syafrial (2024) argue that purchase decisions stem from the belief that a product will deliver total satisfaction. Consumers choose items that align with their personal desires and expectations. Businesses must decode the factors driving these choices to develop precise and effective marketing strategies.

Synthesis of theoretical perspectives identifies a purchase decision as the ultimate selection a customer makes to acquire a specific commodity or service. This selection follows a systematic sequence involving need identification, data collection, comparison of alternatives, and benefit analysis. This research focuses on the purchase decisions regarding "Jago" mobile coffee, which rely on consumer evaluations of taste quality, menu diversity, and price points. Favorable perceptions of these three variables significantly enhance the probability that a consumer will complete a purchase.

This study involves four variables: The variables used in this study taste, flavor variety, and price are independent variables, while the purchase decision is the dependent variable.

The conceptual framework for the study is outlined below:

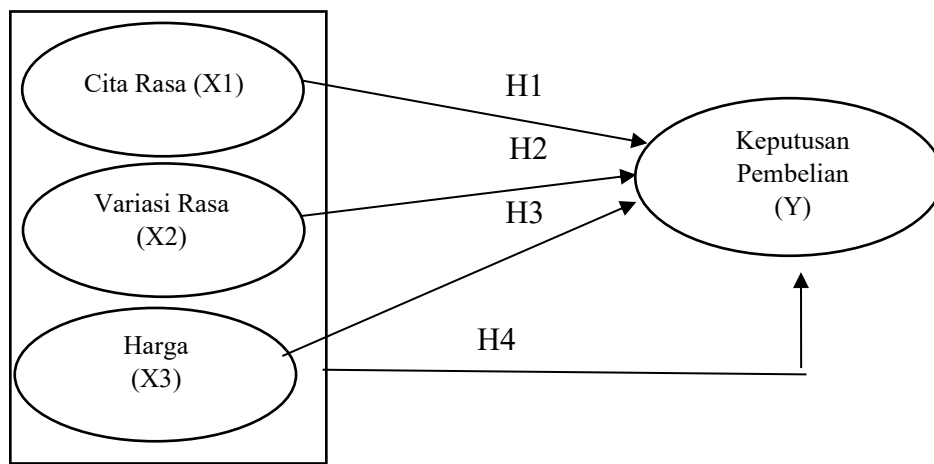


Figure 2.1 Conceptual Framework

Source: (Fauziah and Pratiwi, 2026)

Legend:

- ▼ : Relationship between variables
- X1 : Taste Variable
- X2 : Flavor Variety Variable
- X3 : Price
- Y : Purchase Decision
- H1 : Relationship between Taste and Purchase Decision
- H2 : Relationship between Flavor Variety and Purchase Decision
- H3 : Relationship between Price and Purchase Decision
- H4 : Relationship between Taste, Flavor Variety, and Customer Satisfaction regarding Purchase Decision

METHOD

This research utilizes a quantitative design and descriptive methods. The study applies this approach to test statistical associations between the independent and dependent variables. Quantitative inquiry relies on a systematic and pre-planned framework. The researcher follows a rigid structure from the initial phase through the research design phase.

A population includes the full set of subjects that share specific traits relevant to the research (Supriyanto & Wahyudi, 2024). These subjects form the basis for all final conclusions. The population for this study consists of customers who buy and drink Kopi Keliling Jago products on Jalan Guru Mughni, South Jakarta.

This specific group serves as the population because they provide firsthand evaluations of product flavor, variety, and cost. These elements influence their final buying decisions. The researcher classifies this group as an unknown population. No official records exist to track the exact total number of consumers at this location.

Respondent characteristics define the study population rather than a specific count. The criteria focus on individuals who have purchased Kopi Keliling Jago at the South Jakarta site. The researcher then identifies a subset from this group to serve as the research sample.

A sample functions as a representative portion of the overall population. It mirrors the characteristics and scale of the larger group. This study draws a sample from Kopi Keliling Jago consumers to provide data as respondents (Kusumah, 2023).

The researcher employs non probability sampling through the purposive sampling technique. This method does not offer every individual in the population an equal chance of selection. Instead, the researcher chooses participants based on specific criteria that align with the research aims (Mardhiyah et al., 2025).

Probability sampling ensures that every population member has an equal opportunity for inclusion in the study (Pauzi, 2024). This technique involves several specific methods. Simple random sampling extracts participants from the total population without regard for internal layers. Proportionate stratified random sampling applies to diverse populations where sub-groups remain proportional. Disproportionate stratified sampling serves populations with distinct layers where sample sizes remain unequal. Cluster sampling operates as a geographic selection tool. Researchers use this when the study area or data source is extremely large.

Non-probability sampling gathers a broad overview of the characteristics of individuals in a specific location (Pettalongi et al., 2025). This category includes systematic random sampling. This process divides the population into segments and selects samples from each one. Purposive sampling involves choosing participants who exhibit specific desired traits. Saturation sampling uses the entire population as the sample size. This method is effective for small groups containing fewer than 1,000 members. Snowball sampling begins with a few individuals who then refer their contacts to the researcher. The participant group grows as these individuals provide new leads. This method identifies interpersonal links within closely connected groups.

Defining a sample involves selecting a subset that captures the essential traits of the entire population. This study focuses on residents of DKI Jakarta who have bought and consumed Kopi

Jago. The researchers selected these participants using a non-probability sampling approach (Tanzil, 2023).

One of the formulas that can be used for sampling is Slovin's formula:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{1700}{1 + 1700 (0.1)^2}$$

$$n = \frac{1700}{1 + 17}$$

$$n = \frac{1700}{18}$$

$$n = 94,444, \text{ rounding of } 94$$

Note:

n = Sample size

N = Population size

e = Margin of error / Error level

The calculation results indicate a minimum sample size of 94.444. The study rounds this value to 94 participants. This total applies a 10% margin of error. The researcher selects a non-probability sampling strategy. Specifically, this study applies purposive sampling.

Sugiyono (2024) describes a measurement scale as a standard reference point. This scale defines the interval lengths within a specific measuring tool. Researchers use these scales to produce quantitative information.

This research employs a Likert scale. The study uses the following scoring system:

Table 3.1 Skala Likert

No	Keterangan	Bobot
1	Strongly Disagree	1
2	Disagree	2
3	Neutral	3
4	Agree	4
5	Strongly Agree	5

Janie (2022) explains that descriptive statistics clarify data through detailed accounts and systematic breakdowns. These methods transform raw information into a format that readers can easily interpret. The primary goal involves explaining and illustrating the dataset effectively.

The researcher uses SPSS version 26 for Windows to manage the collected data. This software calculates the specific values for each independent variable based on the questionnaire responses. This systematic tool ensures the accuracy of the variable measurements.

Janie (2022) provides the specific mathematical formula to:

$$\bar{X} = \frac{X_1 + X_2 + X_3 + \dots + X_i}{n} \text{ atau } \bar{X} = \frac{\sum X_i}{n}$$

Legend:

- $\sum X_i$ = Value of Each Data Point
 $\bar{X}$ = Mean
 N = Number of Data Points

Reliability functions as a vital metric for evaluating how a questionnaire represents a specific variable. An indicator achieves reliability when respondent feedback remains stable across different periods. A research instrument proves its reliability by generating credible data that accurately mirrors objective reality. Arikunto asserts that superior quality makes an instrument dependable for the data collection process. This investigation adopts the Cronbach's Alpha (α) coefficient to measure internal consistency (Sugiyono, 2024). The analysis applies this specific formula:

$$r \left(\frac{K}{K-1} \right) \left(1 - \frac{\sum ob^2}{ot^2} \right)$$

Legend:

- r = Instrument Reliability Coefficient
 k = Number of Question Items
 Σo = Total Item Variance
 b^2
 Ot^2 = Total Variance

With the following assessment criteria:

- Trial reliability ≥ 0.60 indicates good reliability.
- Trial reliability ≤ 0.60 indicates poor reliability.

This research applies validity testing to evaluate the accuracy of the measurement instrument. A valid instrument proves that the tool effectively captures the required data (Prastowo, 2024). Prastowo (2024) states that research findings achieve validity when the collected data aligns with the actual state of the research subject. The study employs the following formula to perform the validity test:

$$r_{xy} = \frac{n (\sum xy) - (\sum x)(\sum y)}{\sqrt{\{n \cdot \sum x^2 - (\sum x)^2\} \{n \cdot \sum y^2 - (\sum y)^2\}}}$$

Legend:

- r_{xy} = Correlation Coefficient Between X And Y
 x = Variable Score Obtained from the subject for Each Item
 y = Total Instrument Score
 n = Number Of Respondents
 Σx = Questionnaire Item Score
 Σy = Total Questionnaire Score
 Σx^2 = Sum Of Squares of All X Scores
 Σy^2 = Sum Of Squares of All Y Scores

In this study, SPSS version 25 for Windows software was used to calculate validity levels, thereby determining the values for the questionnaire regarding each independent variable.

According to Prastowo (2024), the validity of an instrument is determined by comparing the calculated r-value (r-count) with the r-table value, as follows:

- a. If $r\text{-count} > r\text{-table}$, the instrument is considered valid.

- b. If $r\text{-count} < r\text{-table}$, the instrument is considered invalid.

Researchers apply a multiple linear regression model to identify the link and influence of Taste (X1), Flavor Variety (X2), and Price (X3) on the Purchase Decision (Y). This equation calculates the shift in the dependent variable when one independent factor changes and others remain fixed. The study used IBM SPSS to process this statistical analysis (Kurnia et al., 2023).

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + \varepsilon$$

Legend:

Y = Purchase Decision

α = Constant

b = Regression coefficient

X1 = Taste

X2 = Flavor Variety

X3 = Price

ε = Error

The simultaneous F-test measures the joint influence of Taste (X1), Flavor Variety (X2), and Price (X3) on the Purchase Decision (Y). This procedure determines if the independent variables collectively affect the dependent variable. It assesses the statistical fit of the regression model. The study executes this hypothesis test through the IBM SPSS application (Ghozali, 2021).

RESULTS AND DISCUSSION

Empirical analysis indicates that taste significantly and positively influences the purchasing decisions for Kopi Keliling Jago on Jalan Guru Mughni, South Jakarta. This result suggests that superior flavor perceptions directly increase the likelihood of consumers choosing this specific coffee.

These findings identify taste as a primary consideration for consumers during the coffee selection process. A flavor profile that meets individual preferences through distinct aromas, balanced sweetness, and consistent quality improves satisfaction and motivates the choice to buy. This outcome mirrors research by Dilasari and Yosita (2022), which established that taste exerts a significant positive impact on purchasing decisions within the coffee beverage sector.

The statistical results confirm that flavor variety has a significant and positive effect on the purchasing decisions for Kopi Keliling Jago on Jalan Guru Mughni, South Jakarta. Offering a wider selection of flavors increases the probability that consumers will decide to buy the product.

A diverse menu serves as a critical factor in attracting consumer interest. Providing various flavor options allows individuals to find products that align with their specific tastes. This variety improves overall satisfaction and encourages the final purchase. These results align with the study

by Septiana et al. (2024), which found that product diversity significantly and positively affects purchasing decisions in the contemporary beverage industry.

Test results show that price significantly and positively affects purchasing decisions for Kopi Keliling Jago on Jalan Guru Mughni, South Jakarta. Consumers show a higher tendency to purchase the coffee when the cost aligns with their financial capacity and perceived value.

Price acts as a fundamental element in the consumer decision making process. Affordable pricing that reflects product quality and provides proportional benefits strengthens the confidence of the buyer. Therefore, setting an appropriate price is a successful strategy for capturing interest and driving sales. These findings are consistent with research by Suherman and Hongdiyanto (2021), which demonstrates that price has a significant positive influence on beverage purchasing decisions.

The evaluation proves that taste, flavor variety, and price simultaneously exert a significant influence on purchasing decisions for Kopi Keliling Jago on Jalan Guru Mughni, South Jakarta. These three independent variables work together to shape consumer behavior.

These outcomes suggest that purchasing decisions arise from a combination of complementary factors rather than a single cause. Highquality taste, diverse options, and fair pricing build a positive product image that encourages consumers to buy. This conclusion supports the work of Dewi et al. (2024), which states that product attributes and price collectively have a significant impact on purchasing decisions for beverage products.

CONCLUSION

This research investigates the impact of taste, flavor variety, and price on consumer purchasing decisions. The study analyzes Kopi Keliling Jago on Jalan Guru Mughni, South Jakarta. The empirical evidence and analysis in Chapter IV provide the basis for these conclusions:

1. Taste significantly determines consumer purchasing choices. Statistical analysis yields a t-value of 2.204 and a significance level of 0.030. Higher scores in perceived flavor correlate directly with increased buying frequency. This pattern demonstrates that superior taste quality drives the decision to purchase Kopi Keliling Jago.
2. Flavor Variety exerts a significant positive impact on purchasing decisions. Empirical testing shows a t-value of 4.411 and a significance level of 0.000. These results confirm that the diversity of available flavors strongly dictates consumer behavior. A broader selection of flavor profiles increases the likelihood that customers will choose Kopi Keliling Jago. Extensive product variation directly strengthens the consumer's final decision to buy.
3. Price exerts a positive and significant effect on purchasing decisions. Statistical data reveals a t-value of 3.212 and a significance level of 0.003. These results indicate that customers buy Kopi Keliling Jago when the cost matches the perceived quality and benefits. Proper price alignment increases the likelihood of a transaction. Consequently,

price represents a key factor that shapes consumer buying behavior on Jalan Guru Mughni, South Jakarta.

4. Taste, Flavor Variety, and Price collectively show a significant impact on purchasing decisions. Quantitative analysis yields a calculated F-value of 16.395 and a significance level of 0.000. These statistics confirm the validity of the regression model. This model successfully identifies how Taste, Flavor Variety, and Price determine buying patterns for Kopi Keliling Jago on Jalan Guru Mughni, South Jakarta.

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