

**The Impact of Product Quality and Price Perception on Purchase Decisions  
of Kopi Kelana**

**THESIS**

Submitted to the Faculty of Economics and Business  
Universitas Pembangunan Nasional “Veteran” East Java  
In Partial Fulfillment of the Requirements for the Bachelor's Thesis  
Undergraduate Program in Management



Submitted by :

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**SKRIPSI**

**The Impact of Product Quality and Price Perception on Purchase Decisions of Kopi Kelana**

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## FOREWORD

Praise the author's gratitude to the presence of God Almighty for His abundance of grace, guidance, and grace so that the author can complete the thesis entitled "The Impact of Product Quality and Price Perception on Purchase Decisions of Kopi Kelana". This thesis was prepared as one of the academic requirements in completing studies and obtaining a Bachelor's degree at the Faculty of Economics and Business, National Development University "Veteran" East Java.

The preparation of this thesis certainly cannot be separated from the various challenges and obstacles that must be faced. However, thanks to the support, prayers, and guidance from various parties, the author was finally able to complete this research properly. Therefore, with great respect and gratitude, the author would like to express his deepest gratitude to:

1. My beloved parents, Mrs Suntiani, S.Pd., and my late father Ir. Untung Hidayat, S.T., M.T., who has always been the greatest source of motivation in the author's life. Their endless prayers, love, and support have been the strength for the author in completing this education. Even though my father has passed away, the spirit and values he instilled will always be a guideline in every step of the author.
2. Prof. Dr. Ir. Akhmad Fauzi, MMT., IPU, Rector of Universitas Pembangunan Nasional "Veteran" Jawa Timur,
3. Dr. Dra. Ec. Tri Kartika Pertiwi, M.Si, Dean of the Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran" Jawa Timur,

4. Dr. Wiwik Handayani, SE, MM, Coordinator of the Management Study Program, Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran" Jawa Timur, as well as all lecturers of the Management Study Program at Universitas Pembangunan Nasional "Veteran" Jawa Timur, who have provided valuable knowledge and guidance throughout my academic journey.
5. Dra. Ec. Nuruni Ika Kusuma Wardhani, M.M., as the supervisor who has patiently provided direction, input, and encouragement to the author during the process of preparing this thesis. Her guidance and knowledge are very valuable to the author in completing this research well.
6. Zona, Dipay, Zaya, and Rahma who always provide encouragement, support, and togetherness that is so meaningful during this study period. Their presence is not only an encouragement in facing academic challenges, but also provides valuable memories that will always be remembered.
7. I would also like to extend my heartfelt thanks to all of my friends from junior high school. Thank you for the unforgettable memories, endless support, and genuine friendship that have shaped who I am today. Although our paths may now be different, the bond we shared will always hold a special place in my heart.
8. To Adelis, my dearest friend since high school, thank you for always being by my side through every laugh, breakdown, and milestone. Your unwavering support, kindness, and constant encouragement have meant the world to me. I'm truly grateful to have you as a part of my journey.

9. To all my friends from Sahabat Baik, thank you for the incredible support, inspiration, and kindness you've shared with me along the way. A special thanks to Rara and Alvian your presence, encouragement, and sincere friendship have been truly meaningful. I'm grateful to have grown and learned alongside all of you.
10. And to someone whose name I choose not to mention thank you for healing a heart that was once broken and for showing me a new meaning of what it feels like to be truly loved. Your presence, even if only for a moment, brought warmth and understanding I didn't know I needed.
11. To myself thank you for holding on, for staying strong, and for never giving up even when things felt overwhelming. You've come so far, and I'm proud of every step you've taken, every tear you've shed, and every challenge you've faced with courage. This journey hasn't been easy, but you made it through. Keep going you're stronger than you think.

The author realizes that this thesis is still far from perfection, both in terms of content and presentation. However, the author hopes that this work can provide benefits for readers and become a reference for further research.

Surabaya, 14 March 2025

Anindya Benita Fawwaz Hidayat

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## **ABSTRACT**

This study aims to examine the influence of product quality and price perception on purchase decisions for Kopi Kelana, amid the increasing competition in the local coffee industry. Using a quantitative method with a survey approach, data were collected from 128 respondents in Surabaya who had previously purchased Kopi Kelana, through an online questionnaire. The analysis was conducted using Partial Least Square (PLS) with the help of SmartPLS software. The results show that both product quality and price perception have a positive and significant effect on purchase decisions. These findings suggest that consumers are more likely to make a purchase when they perceive the coffee as high quality and the price as fair and aligned with the value offered. The implication for Kopi Kelana is the importance of consistently maintaining product quality and implementing a pricing strategy that reflects the perceived value. This research also opens opportunities for further studies by including additional factors such as promotion or customer service.