

Brewing Loyalty On The Move: The Role Of Food Quality, Price, And Variety On Customer Buying Decision Toward Kopi Keliling In Surabaya

Oliandes Sondakh^a, Edward Melvin Gandakusuma^b,
Renna Magdalena^c

^aUniversitas Pelita Harapan, Surabaya, Indonesia

^bUniversitas Pelita Harapan, Surabaya, Indonesia

^cUniversitas Pelita Harapan, Surabaya, Indonesia

ABSTRACT

This study investigates the impact of food quality, price, and menu variety on customer buying decisions among consumers of kopi keliling in Surabaya, a growing segment within Indonesia's informal food and beverage industry. The research aims to provide insights into consumer behavior and offer practical recommendations for street-level entrepreneurs operating in dynamic urban markets. Using multiple linear regression analysis, the results reveal that food quality and menu variety significantly and positively influence buying decisions, while price despite being positively correlated, does not have a statistically significant effect. Among the three variables, food quality emerged as the strongest predictor, highlighting customers' prioritization of taste, freshness, hygiene, and presentation. This supports previous findings, suggesting that consistency and quality are crucial to building trust and encouraging repeat purchases, especially in informal or mobile business settings. Menu variety also plays a vital role in shaping customer decisions. A diverse selection of coffee and beverage options helps vendors cater to different preferences and enhances the perceived value of the overall offering. In contrast, the insignificance of price indicates that consumers are more influenced by value perception than affordability alone challenging common assumptions about price sensitivity in informal market segments. The model's Adjusted R² of 0.393 indicates that 39.3% of the variation in buying decisions can be explained by the three independent variables, while other potential factors such as service quality, vendor personality, and branding may also play a role.

Keywords – Food Quality, Price, Menu Variety, Buying Decision

INTRODUCTION

In recent years, the rise of mobile coffee vendors locally known as *kopi keliling* has emerged as a creative and inclusive form of entrepreneurship in the urban food and beverage sector. These mobile microbusinesses serve affordable, ready-to-drink coffee directly to customers on the streets, in public parks, or near office and campus areas. They offer not only convenience but also a sustainable, low-overhead business model that supports youth entrepreneurship, local sourcing, and minimal environmental footprint due to their small-scale operations.

In Surabaya, mobile coffee vendors have gained significant traction, especially among young consumers and low-to-middle-income groups. However, in a competitive and informal marketplace, their survival and growth depend heavily on understanding and managing key factors that drive customer buying decision, namely: food (coffee) quality, strategic location, and affordable pricing.

According to Sari et al. (2024), food quality encompasses various aspects such as taste, freshness, presentation, and product consistency. Good quality food can provide a good consumption experience,

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thereby encouraging customers to make repeat buying. In the context of *kopi keliling*, maintaining high food quality means using fresh ingredients and consistently delivering rich, authentic coffee flavors despite the challenges of operating in a mobile setting. For instance, several mobile coffee vendors have gained positive customer feedback by ensuring freshness and taste, which enhances customer satisfaction and loyalty. These vendors exemplify how attention to food quality can differentiate small-scale, mobile entrepreneurs in a highly competitive urban market like Surabaya.

According to Volkmar et al. (in Cakranegara et al., 2022), Price is a measure of value that can be compared to money or other goods as compensation for the benefits received from a product or service by an individual or group at a specific time and place. The concept of price fairness is crucial, as consumers perceive greater value in vendors where the price is considered reasonable relative to the quality of products and services offered. In Indonesia, coffee pricing dynamics are particularly interesting due to the growing demand for high-quality coffee and unique taste experiences. Similarly, mobile coffee vendors in Surabaya strategically set their prices to balance affordability and quality, appealing to urban consumers who seek convenience without compromising taste or value.

According to Javed et al. (2021), a diverse menu variation allows customers to have more choices that suit their preferences, thereby creating a more engaging consumption experience. For *kopi keliling* vendors, offering a variety of coffee options, ranging from traditional black coffee, sweetened milk coffee, to unique local flavors like *kopi susu gula aren* (palm sugar milk coffee) can enhance customer buying decision. The presence of multiple menu choices in terms of taste, type, and presentation not only attracts a wider range of customers but also gives the impression that the business is capable of catering to diverse consumer tastes, especially in urban markets like Surabaya.

The study of Rahma and Hermani (2022) reveals that both product quality and price have a significant impact on consumer loyalty, with a clear interaction between these two factors influencing loyalty. It is recommended that business owners improve their product quality, particularly by enhancing menu variety, improving the presentation of food and beverages, and developing distinctive flavors and aromas to better satisfy consumer preferences with appealing taste and appearance. Regarding pricing, implementing a range of price options would help the business remain competitive with other coffee shops. Additionally, to boost consumer loyalty, promotional strategies such as bundling packages could encourage customers to try different product varieties without extra cost. Alternatively, creating unique and attractive names for menu items could also draw more consumer interest.

This research aims to fill that gap by analyzing how food quality, price, and variety influence customer buying decisions in Surabaya's *kopi keliling* scene. The study aligns with the broader goals of sustainable entrepreneurship, as *kopi keliling* represents a resilient, flexible, and inclusive innovation model that lowers barriers to entry for aspiring entrepreneurs while responding to shifting urban consumption patterns.

LITERATURE REVIEW

Food quality is a critical factor influencing customer loyalty in the culinary sector. Food quality reflects how well the menu items served meet consumers' expectations. It encompasses consumers' perceptions

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of how effectively the food product performs its intended function and fulfills customer needs and desires. This concept includes two dimensions: consistency and overall quality, both of which support a product's competitive position in the market. High food quality, characterized by excellent taste, appealing presentation, and cleanliness, positively shapes customer perceptions (Javed et al., 2021). Nisak et al. (2020) found that when customers perceive the food quality as excellent, they are more likely to buy the product. These findings align with other studies by Kabanga and Sanam (2022), which highlight the significant role of food quality in driving customer buying decisions. Based on this, it is hypothesized that:

H1: Food quality has a positive effect on customer buying decision

Price is widely recognized as a key factor in influencing purchasing decisions and customer loyalty. Price as the amount of money charged for a product or service, or the value exchanged by customers in return for the benefits of owning or using the product. Similarly, Javed et al. (2021) describe price as what customers pay to acquire a product or service, emphasizing its persuasive power in shaping consumer preferences. Customers often evaluate the value of a product based on its price, making pricing strategies a crucial aspect of brand competitiveness. Price is one of the marketing elements that directly generates revenue and influences customer perceptions through factors such as affordability, discounting, and payment flexibility. Research by Fadillah et al. (2024) shows that price significantly affects buying decisions. These findings align with other studies by Hikolo et al. (2023) that suggest that pricing strategies not only affect immediate purchasing behavior but also shape long-term customer relationships. Based on this discussion, the following hypothesis is proposed:

H2: Price has a positive effect on customer buying decision

Menu variety plays a critical role in shaping customer experiences and satisfaction in the food and beverage industry. According to Javed et al. (2021), a diverse menu allows customers to choose according to their individual preferences, thereby creating a more engaging consumption experience. The presence of a wide range of options, whether in flavor, type, or presentation; can enhance customers' perceived value and signal that the business is capable of catering to various tastes. Agustin (2023) also highlights that product variety is a significant factor in restaurant selection, often influencing customers' choice of vendor based on the range of offerings. Similarly, Darsini and Achmad (2023) define variety as the assortment of options available; product variety, have a favorable and significant impact on consumers' decisions to buy. These perspectives collectively support the idea that menu variety enhances the attractiveness of a vendor, which in turn strengthens customer buying decisions. Therefore, the following hypothesis is proposed:

H3: Variety has a positive effect on customer buying decision

METHODOLOGY

This study adopts a quantitative approach with an explanatory research design, aiming to analyze the effect of food quality, price, and variety on customer buying decision among *kopi keliling* in Surabaya. The study uses multiple linear regression analysis to test the influence of the independent variables on the dependent variable. The population of this research includes customers who have purchased beverages from *kopi keliling* in Surabaya. A non-probability sampling technique, specifically purposive sampling, is

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used to select respondents. A total of 100 respondents targeted to ensure adequate data for regression analysis. Primary data collected through a structured questionnaire distributed online (via Google Forms). The questionnaire uses a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) to measure all variables. The data collected will be analyzed using SPSS (Statistical Package for the Social Sciences) ver. 22. The analysis will involve the following steps:

1. Validity and Reliability Testing;
2. Classical Assumption Testing: Normality Test; Heteroscedasticity Test; Linearity test and Multicollinearity Test;
3. Multiple Linear Regression Analysis.

RESULTS

The results of the validity test using Pearson correlation showed that all questionnaire items for the variables of food quality, price, menu variety, and buying decision had p-values less than 0.05, indicating that all items are valid and suitable for further analysis. The reliability test using Cronbach's Alpha revealed that all variables had alpha values above 0.70, confirming that the instrument is reliable.

Table 1. Validity and Reliability Test

Indicators	Pearson Correlation p-value	Cronbach's Alpha
FQ1 – The coffee tastes fresh	0.000	0.823
FQ2 – The coffee is served cleanly	0.000	
FQ3 – The coffee quality meets my expectations	0.000	
PR1 – The coffee price is fair for the portion	0.000	0.794
PR2 – I find the coffee price affordable	0.000	
PR3 – The coffee price matches the quality	0.000	
MV1 – There are many coffee options to choose from	0.000	0.811
MV2 – The vendor offers seasonal or unique flavors	0.000	
MV3 – The menu caters to different preferences	0.000	
BD 1 – I choose to buy from this mobile coffee vendor over others	0.000	0.856
BD 2 – I am confident in my decision when purchasing coffee from this vendor	0.000	
BD 3 – I rarely hesitate before buying coffee from this vendor.	0.000	

Note. Data result (2022)

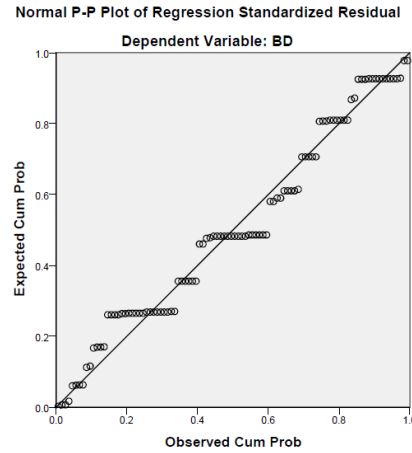


Fig. 1. Normal Probability Plot

Note. Data Result (2025)

The Normal P-P Plot of standardized residuals shows that the data points lie close to the diagonal line, indicating that the residuals are normally distributed.

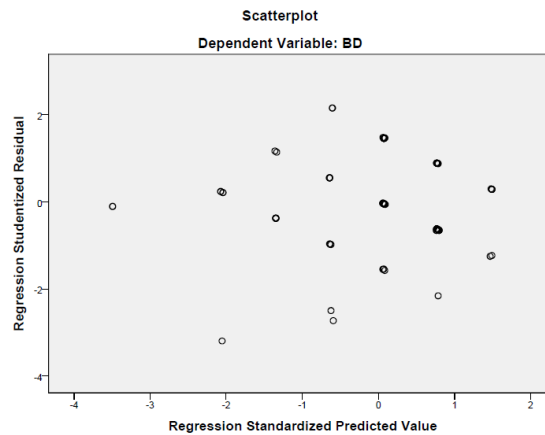


Fig. 2. Scatter Plot

Note. Data Result (2025)

The scatter plot of standardized residuals against standardized predicted values shows a random distribution of points without any visible pattern. This indicates that the homoscedasticity assumption is satisfied, and the residuals have constant variance across predicted values.

Table 2. Linearity and Multicollinearity Test

Hypothesis	Linearity Test	Multicollinearity Test
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	(p-value)	Tolerance	VIF
Food Quality on Buying Decision	0.000	0.732	1.365
Price on Buying Decision	0.000	0.632	1.581
Variety on Buying Decision	0.000	0.704	1.420

Note. Data result (2022)

The linearity test of partial regression between the independent variables (food quality, price, and menu variety) and the dependent variable (customer satisfaction) had p-values less than 0.05, indicate a linear relationship. The results also show that all tolerance values are well above 0.10, and all VIF values are below 10. Therefore, it can be concluded that no multicollinearity exists among the independent variables in this model.

The multiple linear regression analysis was conducted to examine the influence of food quality (FD), price (PR), and variety (MV) on buying decision (BD). The regression equation derived is:

$$BD = 0.901 + 0.393FQ + 0.007PR + 0.383 MV$$

Table 3. Multiple Linear Regression

Model	Unstandardized Coefficients (B)	t (sig)	F (sig)	Adj. R ²	Result
FD, PR, MV * BD			0.000	0.393	
FD	0.393	0.000			Accepted
PR	0.007	0.000			Rejected
MV	0.383	0.000			Accepted

Note. Data result (2022)

All independent variables: food quality, price, and variety, have a positive effect on buying decisions. Among them, there are only two variables, name: food quality and variety had significant effects, while price has insignificant effect on buying decision. Food quality has the highest standardized coefficient, indicating it is the strongest predictor. The model is overall significant, with Fsig $p < 0.001$. Adj. R² (Adjusted R-squared): 0.393, indicating that 39.3% of the variation in customer buying decision is explained by food quality, price, and menu variety.

DISCUSSION

This study set out to examine the effect of food quality, price, and menu variety on customer buying decisions among consumers of *kopi keliling* in Surabaya, a unique and growing sector within Indonesia's informal food and beverage economy. The results offer meaningful insights into consumer behavior, particularly within the context of mobile vendors and street-level entrepreneurship, which are critical to sustainable local economic development.

The findings reveal that food quality and menu variety significantly and positively influence buying

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decisions, while price, although positively correlated, does not exert a statistically significant influence. Among the three variables, food quality emerged as the strongest predictor, reflecting customers' prioritization of product attributes such as freshness, taste, hygiene, and presentation.

The significant role of food quality underscores the importance of consistency and excellence in product delivery, even within informal or mobile business settings. *Kopi keliling* vendors who focus on serving high-quality coffee, regardless of setting, are more likely to attract repeat customers and develop stronger customer trust. This finding aligns with previous research emphasizing the relationship between product quality and customer satisfaction in the culinary sector. The significant impact of food quality confirms previous studies (Realino & Moko, 2021; Javed et al., 2021), which argue that factors such as freshness, taste, hygiene, and presentation strongly influence customers' perceptions and trust in the product. In the context of street-based or mobile coffee, where quality control is more visible and personal, these elements become even more influential.

In parallel, menu variety was also shown to have a significant impact on buying decisions. This reinforces the idea that customers appreciate having options tailored to their preferences, such as different coffee flavors, temperature variations (hot or iced), and non-coffee alternatives. In a market where personalization and novelty increasingly matter, *kopi keliling* vendors that innovate and adapt their menu offerings are more likely to stay competitive and relevant. Menu variety positively and significantly affects buying decisions, aligning with the insights of Agustin (2023) and Darsini and Achmad (2023). A diverse menu enables vendors to cater to a wider range of tastes and preferences, thus enhancing perceived value and increasing customer interest. For *kopi keliling* vendors, offering not only traditional black coffee but also options like flavored iced coffee, milk-based drinks, or seasonal specials can play a strategic role in capturing different customer segments.

Interestingly, price, while often assumed to be a critical determinant in lower-income or informal market segments, was found to be statistically insignificant. This suggests that customers do not base their decisions solely on affordability but instead weigh the perceived value they receive. In this case, value is more strongly derived from quality and variety rather than low pricing. This insight is especially valuable for mobile vendors who may be operating under tight margins, indicating that efforts to undercut prices may not yield a proportional increase in buying behavior. This suggests that while affordability may attract initial attention, it does not strongly influence the final buying decision compared to quality and variety. This result contrasts with some traditional market-based studies (Javed et al., 2021), indicating that for *kopi keliling* consumers, value perception outweighs cost considerations. In other words, customers may be willing to pay a bit more for better taste and more choices.

With an Adjusted R² of 0.393, the model explains a substantial portion (39.3%) of the variance in customer buying decisions, but it also indicates that other variables are at play. Factors such as vendor friendliness, location convenience, speed of service, brand image, customer habits, or even social media exposure may further influence purchase behavior. Future studies should consider integrating these aspects into the model for a more comprehensive understanding.

In the broader context of entrepreneurship for sustainable development, this research contributes to the understanding of how small-scale, local businesses can remain competitive and customer-focused without compromising their financial viability. By prioritizing what truly matters to customers—quality and

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variety—*kopi keliling* entrepreneurs can build more resilient, profitable, and sustainable ventures.

CONCLUSION

In summary, this study highlights that product quality and menu diversity are essential strategic factors for *kopi keliling* vendors aiming to improve customer buying decisions. While competitive pricing remains relevant, it is not the main driver of purchasing behavior in this context. From a practical standpoint, the results offer several implications for entrepreneurs, particularly those operating in the informal or mobile food and beverage sector:

1. Investing in quality control, such as sourcing fresh ingredients, ensuring proper brewing techniques, and maintaining cleanliness can significantly improve buying intention.
2. Expanding menu variety to cater to different tastes and dietary preferences can attract a broader customer base and increase purchase frequency.
3. Rather than focusing solely on lowering prices, mobile coffee businesses should seek to enhance perceived value through quality and experience.

For sustainable development, *kopi keliling* vendors must balance innovation (e.g., seasonal menus, unique packaging) with operational consistency, as these factors appear to shape long-term consumer loyalty.

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