



The role of purchase interest in bridging service quality, E-WOM, and price perception toward purchase decisions: evidence from the Surakarta coffee shop industry

Muhammad Fajri Firdausi¹, Edy Purwo Saputro²

¹Faculty of Economics and Business, Muhammadiyah University of Surakarta, Indonesia

²Management Study Program, Muhammadiyah University of Surakarta, Indonesia

ARTICLE INFO

Article history:

Received Feb 28, 2026
Revised Mar 07, 2026
Accepted Mar 23, 2026

Keywords:

Electronic Word of Mouth;
Price Perception;
Purchase Decisions;
Purchase Interest;
Service Quality;

ABSTRACT

This study examines the influence of service quality, electronic word of mouth (e-WOM), and price perception on coffee purchase decisions in Surakarta, with purchase intention serving as a mediating variable. The research problem arises from the limited understanding of how these three variables simultaneously affect purchasing decisions in the context of local coffee shops, particularly due to inconsistencies found in previous studies. This gap is significant as there is still a lack of research that integrates these variables into a comprehensive mediation framework within the coffee shop industry in Surakarta. The study employed a questionnaire-based survey involving 120 respondents who had prior purchasing experience at coffee shops. The data were analyzed using Structural Equation Modeling (SEM). The findings indicate that service quality and price perception have a positive and significant effect on both purchase intention and purchase decisions. Meanwhile, e-WOM positively influences purchase intention but does not have a direct effect on purchase decisions. Purchase intention acts as a mediating variable that strengthens the influence of service quality and price perception on purchase decisions. Theoretically, this study contributes to the development of marketing models by incorporating a mediation variable and emphasizing the role of purchase intention as a key linking mechanism. Practically, the results provide insights for coffee shop managers to focus on improving service quality, managing price perception, and optimizing the use of e-WOM to effectively enhance purchase intention and consumer purchasing decisions.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Muhammad Fajri Firdausi,
Management, Faculty of Economics and Business
Universitas Muhammadiyah Surakarta,
Jl. A. Yani, Mendungan, Pabelan, Kartasura, Sukoharjo, Central Java 57162
Email: b100210279@student.ums.ac.id

1. INTRODUCTION

The number of coffee shops in Surakarta has grown significantly in recent years along with changes in consumer lifestyles, particularly among young people and urban workers. Coffee shops are no longer perceived merely as places to consume beverages but

have evolved into multifunctional spaces that support social interaction, informal meetings, and work-related activities. The increasing popularity of coffee culture has encouraged the emergence of many new coffee shops offering various concepts, menus, and service experiences. This rapid development has intensified competition among coffee shop businesses, making it increasingly important for managers to understand consumer behavior in making purchase decisions in order to sustain their businesses and remain competitive in the market. In a highly competitive service environment, consumer purchasing decisions are shaped not only by the product itself but also by the overall experience delivered by the company. Coffee shops must be able to deliver superior value to consumers to differentiate themselves from competitors. Understanding the determinants of purchase decisions has therefore become a strategic priority for coffee shop managers, as purchase decisions reflect consumers' final assessment of whether a product or service fulfills their expectations.

One of the most important factors influencing consumer purchasing decisions in the service industry is service quality. Elements such as employee friendliness, responsiveness, service speed, cleanliness, and the comfort of the physical environment significantly contribute to the formation of consumers' perception of service quality. When consumers receive high-quality service, they tend to experience satisfaction, which can positively influence their attitudes and encourage repeat purchases (Maria Laimu, 2023; Septiani Patmala et al., 2021). Conversely, poor service quality may lead to dissatisfaction and discourage future purchase decisions. In addition to service quality, advancements in digital technology have transformed the way consumers seek information and evaluate products or services. Electronic word of mouth (e-WOM) has become a significant information channel influencing consumer decision-making within the coffee shop industry in Surakarta, where online reviews and feedback shared via local digital platforms such as social media and review websites impact the perceptions and purchase intentions of the local customer base. Despite its growing importance, further research is needed to understand how e-WOM specifically shapes consumer behavior in the Surakarta context, considering the unique cultural characteristics and digital habits of the community. This phenomenon highlights the necessity to explore its effects more deeply within the local coffee shop industry. These opinions are often perceived as more credible because they are based on real consumer experiences rather than company-generated information (Waluyo & Citaningtyas Ari Kadi, 2022). As a result, electronic word of mouth can strongly influence consumer perceptions, attitudes, and purchase interests toward coffee shops (Kedaton et al., 2022).

Positive electronic word of mouth (e-WOM) can enhance consumer trust and foster a positive perception of a coffee shop in Surakarta, increasing the likelihood of purchase decisions among local customers. Conversely, negative reviews—common on platforms like Google Reviews or social media in Surakarta—may erode consumer confidence and deter potential patrons from visiting certain coffee shops, as supported by previous studies indicating that unfavorable online feedback can significantly impact trust and purchasing behavior (Fadhli et al., 2023; Waluyo & Citaningtyas, 2022). This dynamic is especially relevant in Surakarta, where community-based feedback and social media conversations play a crucial role in shaping consumer attitudes toward local coffee businesses. Given the widespread use of digital platforms among consumers, especially younger generations, managing electronic word of mouth has become a critical aspect of marketing strategy for coffee shop businesses. In the context of the coffee shop market in Surakarta, actively managing customer reviews and feedback becomes important because previous studies have shown that online feedback can influence brand image and consumer trust (Fadhli et al., 2023; Waluyo & Citaningtyas, 2022). Therefore, this research highlights the need for coffee shop entrepreneurs in Surakarta to consider the dynamics of online reviews as part of their strategy to maintain a positive perception and enhance customer trust.

In addition to service quality and e-WOM, price perception is also an important factor that collectively influences consumer behavior. In the context of coffee shops, price perception becomes relevant because a price that is perceived as appropriate relative to the benefits and quality of the drinks as well as the atmosphere can increase buying interest. According to N Oka Ariwangsa et al. (2023), price perception is the way individuals assess the alignment between the price of a product and the benefits they expect or perceive from its use. This evaluation highly influences purchasing decisions because consumers tend to compare the benefits they receive with the costs they must pay. Therefore, understanding price perception is key for coffee shop businesses in devising pricing strategies that can attract attention and influence consumer decisions. In the context of coffee shops in Surakarta, price perception is a crucial factor shaping consumer behavior. This concept refers to consumers' subjective assessment of the fairness and suitability of the price paid relative to the benefits received, whether in the form of product quality, service, or the ambiance of the place (Putra et al., 2022; N Oka Ariwangsa et al., 2023). When consumers feel that the price offered is commensurate with the experience and quality obtained, a positive price perception is formed and has the potential to encourage purchasing decisions (Ilham Arif Hamdani, 2024; Waluyo & Citaningtyas Ari Kadi, 2022). In the coffee shop setting, customers typically evaluate prices by comparing them with product quality, service experience, and the overall ambiance provided. This subjective evaluation forms their price perception, which is a key determinant of whether they ultimately decide to purchase. Therefore, understanding how consumers perceive price fairness relative to the total experience is essential, as it directly influences their final purchasing decision. When consumers perceive prices positively, their purchase interest tends to increase, motivating them to proceed with a buying decision even if the price is not the lowest among competitors (Putra et al., 2022). On the other hand, a negative perception of price may lead consumers to view the offering as overpriced, thereby reducing their interest to purchase.

Although service quality, electronic word of mouth, and price perception have been widely examined, the findings regarding their direct effects on purchase decisions are inconsistent. Research by Septiani Patmala et al. (2021) and Ilham Arif Hamdani (2024) shows a significant effect of service quality, whereas Waluyo & Citaningtyas Ari Kadi (2022) found it to be insignificant. These discrepancies highlight a research gap, suggesting that the relationship between these variables and purchase decisions may not be direct, possibly involving an intervening variable such as purchase interest. Some studies have reported significant positive relationships, while others have found weaker or insignificant effects, suggesting the presence of a research gap (Arohman et al., 2023). These inconsistencies indicate that additional variables may play a role in explaining how these factors influence purchase decisions.

To address this gap, purchase interest is incorporated as a mediating variable in the present study. Purchase interest represents consumers' psychological preparedness and willingness to engage in buying a particular product or service. It reflects the extent to which consumers plan or intend to make a purchase based on their evaluation of available information and experiences. Purchase interest is considered an important link between marketing-related factors and actual purchasing behavior, as consumers often develop interests before making final purchase decisions (Kedaton et al., 2022; Putra et al., 2022). By positioning purchase interest as a mediating variable, the present research aims to develop a deeper and more holistic understanding of the processes through which service quality, electronic word of mouth, and price perception shape purchasing decisions. Accordingly, the research examined the influence of service quality, electronic word of mouth, and price perception on purchasing decisions, with purchase interest serving as an intervening variable in the context of coffee shops in Surakarta. By positioning purchase interest as a mediating variable, this study aims to provide a more comprehensive understanding of the role of service quality, electronic word of mouth, and

price perception in shaping consumer purchasing decisions at coffee shops in Surakarta. The findings are expected to contribute to the development of marketing management literature and provide practical implications for coffee shop business owners. The findings of this study are anticipated to contribute to the advancement of the marketing management literature, particularly regarding the role of purchase interest as a mediating variable in the coffee shop context. Furthermore, the results are expected to offer practical insights for coffee shop managers in formulating well-designed strategies to strengthen customers' purchase intention and ultimately influence their purchasing decisions.

2. RESEARCH METHOD

This research employed a quantitative methodology using a causal–associative research framework. This research aims to examine the effect of service quality, electronic word of mouth (e-WOM), and price perception on purchase decisions, with purchase interest proposed as a mediating variable. A quantitative approach was employed as it enables hypothesis testing and the measurement of associative relationships between variables through numerical data analysis (Putra et al., 2022). Accordingly, this study utilizes Structural Equation Modeling based on Partial Least Squares (PLS-SEM) to test both direct and indirect effects within the proposed mediation model. This approach was considered appropriate for examining both direct and indirect effects within a mediation model. The research subjects were consumers who had visited and made purchases at coffee shops in Surakarta. Surakarta was chosen as the research setting based on data from the Badan Pusat Statistik (BPS) Kota Surakarta, which recorded a significant increase in the number of coffee shops from 113 in 2019 to 297 in 2023—a growth of approximately 163%. This rapid expansion is accompanied by high consumer engagement, with a survey by Configured Indonesia finding that 60% of young consumers (aged 17-44) visit coffee shops 1-3 times per week. These empirical indicators of intensifying market competition and strong consumer participation establish Surakarta as a highly relevant context for examining purchasing behavior in the coffee shop industry. A purposive sampling technique was applied with the following inclusion criteria: respondents must be at least 17 years old and have made a purchase at a Surakarta coffee shop within the last three months. Data collection was conducted over four weeks (August 27 to September 1, 2025) through a combination of online and offline methods. The online survey was distributed via Google Forms through social media platforms (Instagram and WhatsApp), while offline data collection involved approaching customers at ten major coffee shops across Surakarta's five districts immediately after they completed their purchases. To verify eligibility, the questionnaire included an initial screening question asking respondents to confirm their recent coffee shop purchase in Surakarta; only those who answered affirmatively were included in the final sample. This approach ensured that all 101 respondents had direct and recent experience with coffee shop purchases in the research location. A total of 101 respondents were successfully collected through the sampling procedure. This sample size is consistent with previous marketing research utilizing PLS-SEM, where sample sizes ranging from 100 to 200 are commonly employed for models with moderate complexity (Edy Purwo Saputro & Meisya Nanda, 2023). Furthermore, Maharani & Achmad (2024) emphasize that sample adequacy in quantitative research should account for model complexity and the number of indicators per construct. With five constructs and 25 indicators in this study, the sample of 101 respondents meets the recommended threshold for reliable parameter estimation using SmartPLS 3.0.

The research instrument was a structured questionnaire developed through a multi-stage process. First, operational definitions and indicators for each construct were identified from prior literature. Service quality was measured using five indicators

adapted from Septiani Patmala et al. (2021) and Waluyo & Citaningtyas Ari Kadi (2022), covering aspects such as employee friendliness, service accuracy, assurance, procedural conformity, and empathy. Electronic word of mouth was measured with five indicators adapted from Fadhli Nursal et al. (2023) and Waluyo & Citaningtyas Ari Kadi (2022), including information search, information sharing, opinion seeking, review credibility, and recommendations. Price perception was measured with five indicators adapted from Waluyo & Citaningtyas Ari Kadi (2022) and Hadi & Ekawati (2024), covering price affordability, price-quality alignment, price-benefit alignment, competitive pricing, and promotional appeal. Purchase interest was measured with five indicators adapted from Julianto (2022) and Putri et al. (2023), including transactional interest, referential interest, preferential interest, exploratory interest, and repurchase interest. Purchase decisions were measured with five indicators adapted from Waluyo & Citaningtyas Ari Kadi (2022) and Nuraini et al. (2023), covering product certainty, purchasing habits, recommendations to others, repurchase intention, and alternative consideration. After adaptation, the questionnaire was pilot-tested with 30 respondents to ensure clarity and contextual appropriateness. Minor refinements were made based on pilot feedback before final distribution. All items were rated on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The instrument assessed service quality, electronic word of mouth, price perception, purchase interest, and purchasing decisions. Participants were encouraged to respond truthfully based on their actual experiences. The collected data were subsequently analyzed using Structural Equation Modeling with the Partial Least Squares approach (SEM-PLS) supported by SmartPLS software. SEM-PLS was selected as the analytical method for three primary reasons. First, the study involves a complex mediation model with both direct and indirect effects, which PLS-SEM can estimate simultaneously without the convergence issues often encountered in CB-SEM (Edy Purwo Saputro & Meisya Nanda, 2023). Second, this research is prediction-oriented, aiming to explain variance in purchase decisions and purchase interest, which aligns with PLS-SEM's strength in predictive analysis rather than theory confirmation (Maharani & Achmad, 2024). Third, PLS-SEM does not impose normality assumptions, making it suitable for the type of data typically collected in consumer behavior research (Waluyo & Citaningtyas Ari Kadi, 2022). While the sample size of 101 respondents is adequate for PLS-SEM based on methodological guidelines, the choice of technique was primarily driven by the nature of the research objectives and model complexity, not merely by sample considerations. Mediation analysis was conducted by applying a bootstrapping technique to examine the statistical significance of indirect effects through purchase interest.

The data analysis was carried out in two main phases: first, the validation of the measurement model, and second, the evaluation of the structural model. The measurement model was assessed by evaluating convergent validity and reliability. Convergent validity was assessed through two criteria: outer loading values and Average Variance Extracted (AVE). An indicator is considered valid if its outer loading value is greater than 0.70, indicating that the indicator adequately measures its intended construct. Additionally, each construct must have an AVE score above 0.50, demonstrating that the construct explains more than half of the variance of its indicators (Edy Purwo Saputro & Meisya Nanda, 2023). Reliability was verified using Cronbach's alpha and composite reliability, with values greater than 0.70 indicating acceptable internal consistency (Maharani & Achmad, 2024; Arohman et al., 2023). The structural model was evaluated by reviewing path coefficients, t-statistics, and p-values to test the proposed hypotheses, with statistical significance established at a p-value below 0.05. This research upheld ethical standards by ensuring informed consent and confidentiality. All 101 respondents were informed about the research purpose and voluntarily agreed to participate before completing the questionnaire—indicated by a consent checkbox in the online version or verbal confirmation offline. The survey was conducted anonymously,

with no personal identifying information collected. Respondent anonymity and data confidentiality were ensured, and all collected data were used solely for academic purposes.

3. RESULTS AND DISCUSSIONS

3.1 Results

The respondent profile in this study describes participant characteristics, including age, gender, residence, educational level, occupation, and monthly income. The key requirement for inclusion was that respondents had previously visited and made purchases at coffee shops within the Greater Solo area, which encompasses the city of Surakarta and the surrounding regencies of Boyolali, Sukoharjo, Karanganyar, Sragen, Wonogiri, and Klaten. This broader geographical scope was chosen to capture a more comprehensive representation of coffee shop consumers in the region. This requirement was established because the study investigates the effects of service quality, electronic word of mouth, and price perception on purchasing decisions, with purchase interest acting as a mediating variable. A total of 101 respondents took part in the survey, and the data were collected using a structured questionnaire. The demographic details of the respondents are present below.

Table 1. Responden Profile

Category	Description	Amount	Percentage
Gender	Male	43	42.6%
	Female	58	57.4%
Age	< 20 years	8	7.9%
	20–25 years	78	77.2%
	26–30 years	12	11.9%
	31–35 years	2	2.0%
	> 35 years	1	1.0%
Domicile	Surakarta City	30	29.7%
	Sukoharjo	17	16.8%
	Karanganyar	5	5.0%
	Boyolali	40	39.6%
	Sragen	7	6.9%
Education Level	Wonogiri	2	2.0%
	Senior High School (SMA/SMK)	33	32.7%
	Diploma (D3)	7	6.9%
Occupation	Bachelor (S1)	61	60.4%
	Students	49	48.5%
	Civil Servants (ASN/PNS)	2	2.0%
	Private Employees	47	46.5%
Monthly Income	Entrepreneurs	3	3.0%
	< Rp 1,500,000	35	34.7%
	Rp 1,500,000 – Rp 3,000,000	51	50.5%
	Rp 3,000,000 – Rp 5,000,000	12	11.9%

Source: Processed primary data, 2025

According to the results presented in Table 1, female respondents dominated the sample, comprising 58 respondents (57.4%), while male respondents accounted for 43 respondents (42.6%). Based on age, the majority of respondents were aged 20 – 25 years, totaling 78 respondents (77.2%). Respondents aged < 20 years accounted for 7.9%, those aged 26 – 30 years represented 11.9%, respondents aged 31 – 35 years accounted for 2.0%, and respondents aged > 35 years represented 1.0%. These findings indicate that coffee shop consumers in Solo Raya are predominantly young adults. In terms of domicile, most respondents resided in Boyolali, totaling 40 respondents (39.6%), followed by Surakarta City with 30 respondents (29.7%), and Sukoharjo with 17 respondents (16.8%). The remaining respondents were distributed across Karanganyar, Sragen, and Wonogiri. Regarding education level, the majority of respondents held a Sarjana (S1)

degree, totaling 61 respondents (60.4%), followed by those with SMA/SMK education at 32.7. Diploma (D3) holders accounted for 6.9%, while no respondents were from postgraduate education. Based on occupation, the largest proportion of respondents were Pelajar/Mahasiswa, totaling 49 respondents (48.5%), followed by Pegawai Swasta with 47 respondents (46.5%). Respondents working as PNS/ASN and Wirausaha accounted for a relatively small proportion. Furthermore, based on monthly income, most respondents earned Rp 1.500.000 – Rp 3.000.000, totaling 51 respondents (50.5%), followed by respondents earning < Rp 1.500.000 at 34.7%. Respondents with income > Rp 5.000.000 accounted for 3.0%, indicating that coffee shop consumers are dominated by middle-income groups.

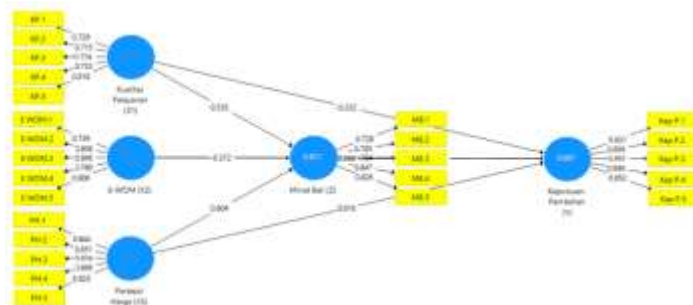


Figure 1. Outer Model (Measurement Model)

Table 2. Convergent Validity Test

Indicator	SQ	E WOM	PP	PD	PI
SQ1	0,729				
SQ2	0,715				
SQ3	0,724				
SQ4	0,733				
SQ5	0,818				
E WOM1		0,739			
E WOM2		0,806			
E WOM3		0,846			
E WOM4		0,760			
E WOM5		0,806			
PP1			0,844		
PP2			0,851		
PP3			0,824		
PP4			0,866		
PP5			0,835		
PD1				0,831	
PD2				0,856	
PD3				0,891	
PD4				0,846	
PD5				0,852	
PI1					0,728
PI2					0,785
PI3					0,784
PI4					0,847
PI5					0,826

Source: Processed primary data, 2025

Based on the factor analysis findings presented in table 2, all indicators measuring service quality (X1), electronic word of mouth (E-WOM) (X2), price perception (X3), purchasing decision (Y), and purchase interest (Z) show outer loading values exceeding 0.70. This demonstrates that each indicator meets the required standard for convergent validity. Furthermore, the convergent validity of the measurement model was established through two criteria. First, all outer loading values exceeded the recommended threshold of 0.70 (ranging from 0.715 to 0.891), indicating that each indicator reliably measured its intended construct. Second, the Average Variance

Extracted (AVE) values for all constructs surpassed 0.50 (ranging from 0.555 to 0.732), confirming that each construct explained more than half of the variance of its indicators. These results demonstrate that convergent validity was satisfactorily achieved for all constructs in the measurement model.. Therefore, all measurement items applied in this study are deemed valid and appropriate for subsequent analysis.

Table 3. Average Variance Extracted (AVE)

AVE (Average Variance Extracted)	
SQ	0,555
E WOM	0,628
PP	0,712
PD	0,732
PI	0,632

Source: *Processed primary data, 2025*

Discriminant validity was assessed using three established criteria. First, the Fornell-Larcker criterion was examined by comparing the square root of the Average Variance Extracted (AVE) for each construct with its correlations with other constructs. As shown in Table [X], the square root of AVE for each construct (service quality = 0.745, E-WOM = 0.792, price perception = 0.844, purchase decisions = 0.856, purchase interest = 0.795) exceeded its highest correlation with any other construct, indicating satisfactory discriminant validity. Second, all cross-loading values (Table 4.10) demonstrated that each indicator loaded highest on its intended construct compared to other constructs. Third, the Heterotrait-Monotrait ratio (HTMT) values were all below the conservative threshold of 0.85, further confirming that discriminant validity was established. These results collectively indicate that each construct in this study is empirically distinct from the others.

Table 4. Cronbach's Alpha and Composite Reability

Indicator	Cronbach's Alpha	Composite Reability
SQ	0,801	0,861
E WOM	0,851	0,894
PP	0,899	0,925
PD	0,908	0,932
PI	0,854	0,896

Source: *Processed primary data, 2025*

Referring to the data presented in the table, the reliability of the measurements scales was xamined using Cronbach's Alpha and Composite Reliability indicators. The findings reveal that the Cronbach's Alpha coefficients for service quality, electronic word of mouth (E-WOM), price perception, purchasing decision, and purchase interest are 0.801, 0.851, 0.899, 0.908, and 0.854, respectively. All of the values urpass the acceptable minimum threshold of 0.60, show that each construct demonstrates adequate internal consistency. Moreover, the Composite Reliability values for service quality (0.861), electronic word of mouth (0.894), price perception (0.925), purchasing decision (0.932), and purchase interest (0.896) are all higher than the recommended cut-off value of 0.70. Therefore, it can be concluded that all variables examined in this study are reliable and appropriate for further statistical analysis.

Table 5. Collincarity Statistic (VIF)

Indicator	SQ	E WOM	PP	PD	PI
SQ				4,093	2,579
E WOM				4,864	4,133
PP				5,911	2,496
PD					
PI				5,289	

Source: *Processed primary data, 2025*

The Variance Inflation Factor (VIF) values present in the table were applied to assess potential multicollinearity within the inner model. The calculated VIF scores are 4.093 for service quality affecting purchasing decisions, 2.579 for service quality influencing purchase interest, 4.864 for electronic word of mouth (E-WOM) impacting purchase decisions, 4.133 for E-WOM affecting purchase interest, 5.911 for price perception influencing purchasing decisions, 2.496 for price perception affecting purchase interest, and 5.289 for purchase interest influencing purchasing decisions. Based on these figures, most variable relationships do not indicate multicollinearity, as their VIF values remain below the critical threshold of 5 (equivalent to tolerance values above 0.10). These values indicate the presence of multicollinearity, which can lead to unstable path coefficient estimates and inflated standard errors, potentially biasing the interpretation of the structural model. This issue should be considered when evaluating the direct effects involving these variables, as the high correlation between predictors may obscure their individual contributions to purchase decisions.

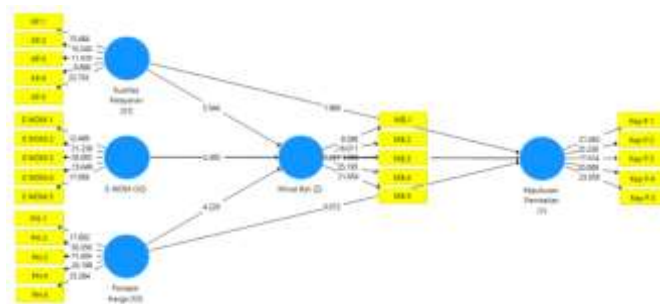


Figure 2. Inner Model (PLS-SEM Structural Model)

Table 6. R-Square (R²)

Indicator	R Square	R Square Adjusted
PD	0,697	0,684
PI	0,811	0,805

Source: Processed primary data, 2025

Referring to the R-Square (R²) output table, the Purchasing Decision (Y) variable records an R-Square value of 0.697 with an Adjusted R-Square of 0.684. This indicates that the independent variables included in the model are able to explain 68.4% of the variance in purchasing decisions, while the remaining 31.6% is influenced by other factors not captured in the research model. Furthermore, the Purchase Interest (Z) variable shows an R-Square value of 0.811 and an Adjusted R-Square of 0.805, suggesting that 80.5% of its variance can be accounted for by the independent variables in the model. Referring to the commonly used criteria for interpreting R² values (0.75 = strong; 0.50 = moderate; 0.25 = weak), both R² figures fall within the strong category. Therefore, this research model can be considered to have good predictive capability.

Table 7. F-Square (F²)

Indicator	PD	PI
E WOM	0,047	0,177
SQ	0,040	0,587
PI	0,387	
PP	0,000	1,368

Source: Processed primary data, 2025

The F-Square (F²) analysis showed that service quality had a small effect on purchasing decisions (0.040) but a large effect on purchase interest (0.587). E-WOM had a small effect on purchasing decisions (0.047) and a medium effect on purchase interest

(0.177). Purchase interest had a large effect on purchasing decisions (0.387). Notably, price perception had no effect on purchasing decisions (0.000) but an extremely large effect on purchase interest (1.368), far exceeding Cohen's large benchmark (0.35). This outlier suggests potential data issues and requires cautious interpretation.

Table 8. Direct Effect

Indicator	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
SQ -> PD	-0,222	-0,191	0,112	1,986	0,048
E WOM -> PD	0,264	0,329	0,214	1,237	0,217
PP -> PD	0,016	-0,040	0,216	0,072	0,943
SQ -> PI	0,535	0,539	0,097	5,544	0,000
E WOM -> PI	-0,372	-0,282	0,149	2,492	0,013
PP -> PI	0,804	0,709	0,190	4,229	0,000
PI -> PD	0,788	0,745	0,146	5,417	0,000

Source: Processed primary data, 2025

The direct effect analysis revealed several important findings. Service quality had a significant but negative effect on purchasing decisions ($\beta = -0.222$; $t = 1.986$; $p = 0.048$), indicating that higher perceived service quality was associated with lower purchasing decisions—a counterintuitive result that warrants careful examination. This negative coefficient may suggest potential issues such as suppressor effects, multicollinearity, or complex indirect mechanisms that obscure the direct relationship. In contrast, electronic word of mouth ($\beta = 0.264$; $t = 1.237$; $p = 0.217$) and price perception ($\beta = 0.016$; $t = 0.072$; $p = 0.943$) did not significantly influence purchasing decisions. Regarding purchase interest, all three independent variables showed significant effects: service quality ($\beta = 0.535$; $t = 5.544$; $p = 0.000$), electronic word of mouth ($\beta = -0.372$; $t = 2.492$; $p = 0.013$), and price perception ($\beta = 0.804$; $t = 4.229$; $p = 0.000$). Notably, E-WOM exhibited a negative effect on purchase interest, suggesting that higher exposure to online reviews may actually decrease consumer interest—a finding that contradicts conventional expectations and requires further investigation into the nature of the reviews (positive vs. negative) or potential measurement issues. Finally, purchase interest had a strong positive effect on purchasing decisions ($\beta = 0.788$; $t = 5.417$; $p = 0.000$), confirming its crucial mediating role. These findings highlight the complex relationships in the structural model, with unexpected negative coefficients for service quality (on purchasing decisions) and E-WOM (on purchase interest) suggesting that the direct effects may be suppressed or that additional contextual factors need consideration.

Table 9. Indirect Effect

Indicator	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
SQ -> PI -> PD	0,422	0,400	0,099	4,255	0,000
E-WOM -> PI -> PD	-0,293	-0,215	0,124	2,360	0,019
PP -> PI -> PD	0,633	0,536	0,192	3,291	0,001

Source: Processed primary data, 2025

The indirect effect analysis indicates that purchase interest serves as an important mediator between service quality and purchasing decisions ($t = 4.255$; $p = 0.000$; $O = 0.422$), demonstrating a positive partial mediation. It also mediates the influence of electronic word of mouth on purchasing decisions in a negative direction ($t = 2.360$; $p = 0.019$; $O = -0.293$), suggesting partial mediation. Furthermore, purchase interest positively and significantly links price perception to purchasing decisions ($t = 3.291$; $p = 0.001$; $O = 0.633$), confirming its partial mediating role. Overall, these findings underline the central role of purchase interest within the structural model.

3.2 Discussion

a. The Effect of Service Quality on Purchasing Decisions Mediated by Purchase interest

The results demonstrate that service quality has a positive and significant effect on purchasing decisions, mediated by purchase interest. This is shown by a t-statistic of $4.255 > 1.96$ and a p-value of $0.000 < 0.05$, along with a positive coefficient of 0.422. These findings confirm that purchase interest plays a significantly mediating role in the link between service quality and purchasing decisions. In essence, enhancements in service quality stimulate consumers' purchase interest, which in turn leads to more decisive purchasing behavior. This finding supports SERVQUAL theory, confirming that tangible and intangible service dimensions shape consumer evaluations. The stronger effect on purchase interest ($\beta = 0.535$) than on purchasing decisions aligns with the hierarchy-of-effects model, where affective responses precede behavior. The negative direct effect ($\beta = -0.222$) suggests mediation, consistent with Maria Laimu (2023), who found that purchase interest fully mediates the service quality-purchase decision relationship. These service elements create a pleasant consumption experience, which strengthens customers' emotional attachment and increases their desire to repurchase. These findings are consistent with Maria Laimu, (2023), who emphasized that high service quality enhances customer interest and significantly drives purchasing decisions.

b. The Effect of Electronic Word of Mouth (E-WOM) on Purchasing Decisions Mediated by Purchase interest

The finding that electronic word of mouth (E-WOM) has a significant but negative indirect effect on purchasing decisions through purchase interest ($\beta -0.293$; $p < 0.05$) can be explained through negativity bias theory, where negative information has a stronger psychological impact than positive information. This result suggests that respondents in this study may have encountered predominantly negative online reviews about coffee shops in Surakarta such as complaints about poor service, inconsistent coffee quality, or uncomfortable atmospheres which subsequently reduced their purchase interest and dampened their purchasing decisions. This finding aligns with Arohman et al. (2023), who also reported that E-WOM did not positively influence purchasing decisions, contrasting with studies that found positive effects (Arie Liyono, 2022; Kedaton et al., 2022; Ilham Arif Hamdani, 2024). The discrepancy highlights that the impact of E-WOM depends critically on review valence: positive reviews enhance consumer interest, while negative reviews diminish it. For coffee shop managers in Surakarta, this underscores the importance of actively monitoring online reviews, responding to negative feedback promptly, and encouraging satisfied customers to share positive experiences to maintain a favorable online reputation.

c. The Effect of Price Perception on Purchasing Decisions Mediated by Purchase interest

The finding that price perception positively influences purchasing decisions through purchase interest ($\beta = 0.633$; $p < 0.01$) confirms the mediating role of purchase interest. This result aligns with means-end chain theory, where consumers evaluate price based on perceived value relative to product quality, service, and ambiance (Waluyo & Citaningtyas Ari Kadi, 2022). When prices are perceived as fair, purchase interest increases, which subsequently drives purchasing decisions. The mediation pattern is partial, as price perception also has a direct effect ($\beta = 0.016$), though statistically insignificant. This suggests that price perception primarily operates through purchase interest, consistent with Putra et al. (2022). The significant indirect effect ($\beta = 0.633$) can be explained by transaction utility theory: consumers derive positive utility from perceived fair prices, generating interest that leads to purchases. These findings support Nuraini et al. (2023), who found that positive price perception enhances purchase

interest and drives purchasing behavior. However, the insignificant direct effect contrasts with Hadi & Ekawati (2024), possibly due to contextual differences in Surakarta's competitive coffee shop market where consumers rely more on internally generated interest than price cues alone. For coffee shop managers, pricing strategies should emphasize value communication rather than just competitive pricing, as perceived fairness stimulates purchase interest, which ultimately drives purchasing decisions (Putra et al., 2022).

4 CONCLUSION

This study examined the mediating role of purchase interest in the relationships between service quality, electronic word of mouth (E-WOM), price perception, and purchasing decisions in Surakarta's coffee shop industry. The findings confirm that service quality and price perception positively influence purchasing decisions through purchase interest, with indirect effects of $\beta = 0.422$ and $\beta = 0.633$ respectively, while E-WOM exerts a significant negative indirect effect ($\beta = -0.293$). The mediating role of purchase interest was identified as partial mediation for all three relationships, indicating that while these variables influence purchasing decisions indirectly through interest, they may also affect purchase outcomes through other mechanisms such as impulse buying or brand attachment.

This research extends the stimulus-organism-response framework by demonstrating that purchase interest functions as a critical organismic mechanism through which external stimuli service quality, price perception, and E-WOM translate into purchasing decisions. The finding that service quality and price perception operate primarily through the cultivation of consumer interest rather than through direct pathways confirms the theoretical importance of understanding mediating mechanisms in consumer behavior research. Furthermore, the negative indirect effect of E-WOM contributes to the negativity bias literature, suggesting that online information can function as a deterrent when consumers encounter unfavorable reviews, highlighting the need for more nuanced conceptualizations of E-WOM that account for review valence.

For coffee shop managers in Surakarta, these findings suggest several strategic priorities. Investments in service quality including staff training, ambiance enhancement, and operational efficiency are justified not only for their direct effects but for their capacity to generate consumer interest. Pricing strategies should emphasize perceived value rather than mere competitiveness, as consumers develop purchase interest when they perceive prices as fair relative to product quality and service experience. Additionally, online reputation management is critical, as negative E-WOM can significantly diminish purchase interest and subsequent purchasing decisions; managers should actively monitor digital platforms, respond constructively to negative feedback, and encourage satisfied customers to share positive experiences.

This study has several limitations that should be addressed in future research. The cross-sectional design captures relationships at a single point in time, limiting causal inferences. The measurement of E-WOM did not distinguish between positive and negative valence, which may explain the unexpected negative indirect effect; future research should examine the differential effects of positive and negative E-WOM separately. The extremely large F^2 value for price perception on purchase interest (1.368) also warrants further investigation with larger samples or alternative analytical approaches. Future studies could explore additional mediating variables such as customer satisfaction or brand trust to develop more comprehensive models of consumer behavior in the coffee shop industry.

REFERENCES

- Aprilliani, S., & Meryati, A. (2022). Pengaruh Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Dealer Motor Honda Cabang Bintaro Tangerang Selatan. *Jurnal ARASTIRMA Universitas Pamulang*, 2(1), 9–18.
- Arie Liyono. (2022). Pengaruh Brand Image, Electronic Word Of Mouth (E-WOM) Dan Harga Terhadap Keputusan Pembelian Produk Air Minum Galon Crystalline Pada PT. Pancaran Kasih Abadi. *JUBIS*, 3(1). <https://doi.org/https://doi.org/10.32815/jubis.v3i1.1089>
- Arohman, S. I., Fadhillah, M., & Ningrum, N. K. (2023). Pengaruh Penggunaan Sosial Media dan E-Wom terhadap Keputusan Pembelian di Mediasi Kepercayaan (Studi pada Smartphone Xiaomi Daerah Istimewa Yogyakarta). *J-MAS (Jurnal Manajemen Dan Sains)*, 8(1), 499. <https://doi.org/10.33087/jmas.v8i1.791>
- Edy Purwo Saputro, & Meisya Nanda. (2023). Pengaruh Lingkungan Kerja, Kompensasi dan Kepuasan Kerja Terhadap Kinerja Karyawan Perawat RSUD. *Journal of Trends Economics and Accounting Research*, 4(2), 576–584. <https://doi.org/10.47065/jtear.v4i2.1101>
- Fadhli Nursal, M., Rianto, M. R., Rohaeni, H., & Saputra, F. (2023). Pengaruh Electronic Word of Mouth (EWOM) Terhadap Keputusan Pembelian Melalui Minat Beli Pada Jasa Transportasi Online Maxim di Kota Bekasi. *Jurnal Manajemen Dan Pemasaran Digital (JMPD)*, 1(3), 111–118. <https://doi.org/10.38035/jmpd.v1.i3>
- Hadi, U. A., & Ekawati, C. (2024). YUME : Journal of Management Analisis Pengaruh Electronic Word Of Mouth (E-Wom), Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Kesehatan Pt. Pesona Herba Indonesia Pada Aplikasi Tiktok. In *YUME: Journal of Management* (Vol. 7, Issue 2). <https://doi.org/https://doi.org/10.37531/yum.v7i2.7453>
- Ilham Arif Hamdani, H. P. (2024). Pengaruh Kualitas Pelayanan, Harga, Promosi, dan E-WOM Terhadap Keputusan Pembelian Pada Prabu Motor Ponorogo. *Seminar Inovasi Manajemen Bisnis Dan Akuntansi (SIMBA)* 6 , 6.
- Julianto, E. T. (2022). *Pengaruh Strategi Pemasaran Media Sosial (Instagram) dan Citra Merek Terhadap Keputusan Pembelian Sepatu Lokal Compass Dengan Minat Beli Sebagai Mediasi* (Vol. 1, Issue 4). <https://doi.org/https://doi.org/10.58192/ebismen.v1i4.146>
- Kamila Putri, A., & Aghniarahma Junia, A. (2023). Pengaruh Live Streaming Dan Electronic Word Of Mouth (Ewom) Terhadap Keputusan Pembelian (Studi Kasus Produk Skintific Melalui Tiktokshop). *NNOVATIVE: Journal Of Social Science Research*, 3, 8238–8248. <https://j-innovative.org/index.php/Innovative/article/view/4586>
- Karuehni, I., & Mahrita, A. (2022). *Pengaruh E-Commerce dan Inovasi Terhadap Keputusan Pembelian dengan Minat Beli Sebagai Variabel Mediasi Pada Produk Wardah (Studi Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Palangka Raya)* (Vol. 3, Issue 3). <https://doi.org/https://doi.org/10.52300/jmso.v3i3.8233>
- Kedaton, M. S., Purwanto, H., & Sidanti, H. (2022). *Pengaruh Promosi Flash Sale Dan E-Wom Terhadap Keputusan Pembelian Melalui Minat Beli Sebagai Variabel Intervening Pada Pengguna Aplikasi Shopee (Studi Pada Masyarakat Pengguna Aplikasi Shopee Di Kota Madiun)*.
- Kuswati, R., Soepatini, S., Vrasica, R., & Rayyantika, F. (2021). *Instruments Validation of Pro-Environmental Behaviour Model*.
- Maharani, R. A., & Achmad, N. (2024). Pengaruh Brand Ambassador Dan Brand Image Terhadap Keputusan Pembelian Produk Bening's Skincare Dengan Trustworhtiness Sebagai Variabel Intervening. *Jesya*, 7(1), 1037–1052. <https://doi.org/10.36778/jesya.v7i1.1529>
- Marcella, I., Nursal, M. F., & Wulandari, D. S. (2023). Pengaruh Electronic Word Of Mouth Dan Brand Ambassador Terhadap Keputusan Pembelian Melalui Minat Beli Skincare Somethinc Di Kota Bekasi. *JURNAL ECONOMINA*, 2(10), 2775–2790. <https://doi.org/10.55681/economina.v2i10.903>
- Maria Laimu, A. M. D. K. (2023). Determinasi Digital Payment, Persepsi Konsumen, Kualitas Pelayanan Dan Lokasi Terhadap Keputusan Pembelian Dimediasi Minat Beli Pada CV Sido Makmur Di Babat Lamongan. *Jurnal PETA*, 8(2), 172–187. <https://doi.org/https://doi.org/10.51289/peta.v8i2.736>
- N Oka Ariwangsa, I. G., Wayan Lasmi, N., Made Riski Aditya Darma, I., Wulandari Laksmi, K. P., & Nengah Dasi Astawa, I. (2023). Pengaruh Electronic Word Of Mouth (E-Wom), Persepsi Harga,

- dan Kualitas Produk Terhadap Keputusan Pembelian Pakaian. *EconBank: Journal of Economics and Banking*, 5(2).
- Novita Djafar, I. Y. S. S. R. H. R. H. (2023). Pengaruh Kualitas Pelayanan Terhadap Keputusan Pembelian di CV. Mufidah Kota Gorontalo. *JOURNAL of ECONOMIC and BUSINESS EDUCATION*, 1(2), 76–82. <https://doi.org/https://doi.org/10.37479/jebe.v1i2.18046>
- Nuraini, A., Hartati, R., Rejeki Ekasasi, S., Nurweni, H., Tinggi Ilmu Manajemen YKPN, S., & - Indonesia, Y. (2023). *Pengaruh Citra Merek Dan Harga Terhadap Keputusan Pembelian sepatu Ventela Di Kalangan Pemuda Yogyakarta Dengan Minat Beli Sebagai Variabel Mediasi* (Vol. 4, Issue 1). <https://doi.org/http://dx.doi.org/10.35917/cb.v4i1.400>
- Putra, Y. P., Purwanto, H., & Sulistiyowati, L. N. (2022). Kualitas produk dan persepsi harga terhadap keputusan pembelian melalui minat beli sebagai variabel intervening. *MBR (Management and Business Review)*, 6(1), 69–80. <https://doi.org/10.21067/mbr.v6i1.6952>
- Putri, S. Y., Meria, L., & Amroni. (2023). Pengaruh Persepsi Nilai Dan Kepercayaan Terhadap Keputusan Pembelian Yang Di Mediasi Oleh Minat Beli. *Technomedia Journal*, 8(1SP), 92–107. <https://doi.org/10.33050/tmj.v8i1sp.2070>
- Putu, N., Rahayu, W., Luh, N., Cipta, P., & Cahyani, D. (2023). Pengaruh Social Media Marketing Dan E-WOM Terhadap Keputusan Pembelian Produk Lampung Beauty Care. *Derivatif: Jurnal Manajemen*, 17(2).
- Septiani Patmala, H., Candra Fatihah, D., & Piksi Ganesha, P. (2021). Pengaruh Kualitas Pelayanan Terhadap Keputusan Pembelian Di UKM Mart Kartika Widya Utama. *JIMEA | Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 5(3), 1154–1170.
- Solihin, D., Suwatama, E., Kunci, K., Promosi, :, Pelayanan, K., & Pembelian, K. (2023). Pengaruh Promosi dan Kualitas Pelayanan terhadap Keputusan Pembelian pada Mie Pedes Mampus. In *AMANAH: Jurnal Ilmiah Ilmu Manajemen* (Vol. 1, Issue 1). <https://doi.org/https://doi.org/10.70451/amanah.v1i2.13>
- Waluyo, W., & Citaningtyas Ari Kadi, D. (2022). *Pengaruh Electronic Word Of Mouth (E-WOM), Citra Merek, Persepsi Harga, Kualitas Produk Dan Kualitas Pelayanan Terhadap Keputusan Pembelian (studi Kasus Pada Amanda Brownies Cabang Ponorogo)*. <https://databoks.katadata.co.id/>