



THE EFFECT OF PRICE AND PROMOTION ON INCREASING SALES AT THE EAST COFFEE PANGALENGAN

PENGARUH HARGA DAN PROMOSI TERHADAP PENINGKATAN PENJUALAN DI EAST COFFEE PANGALENGAN

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Abstract

The coffee shop industry in Indonesia continues to grow alongside changes in consumer lifestyle, particularly in tourism areas such as Pangalengan, Bandung Regency. Despite having strong market potential, sales performance at The East Coffee has shown noticeable fluctuations. Sales records from November 2024 to October 2025 indicate that monthly revenue ranged from IDR 6,084,522 in March 2025 to IDR 10,726,758 in July 2025. This condition suggests that sales performance has not been stable and highlights the need to evaluate marketing strategies, especially pricing and promotion. This study aims to examine the effect of price and promotion on sales growth at The East Coffee Pangalengan. A quantitative approach with descriptive and verification methods was applied. The sample consisted of 72 respondents, selected using incidental sampling. Data were collected through structured questionnaires and analyzed using multiple linear regression with SPSS, including validity and reliability tests, classical assumption tests, t-tests, F-tests, and coefficient of determination analysis. The descriptive results show that Price (76%), Promotion (80%), and Sales Growth (74%) are perceived positively and categorized as strong. Verification analysis reveals that price has a positive and significant effect on sales growth ($t = 8.017$; $\text{Sig.} = 0.000$; $\beta = 0.856$), while promotion has a significant but negative effect ($t = -2.346$; $\text{Sig.} = 0.022$; $\beta = -0.329$). Simultaneously, price and promotion significantly influence sales growth ($F = 90.421$; $\text{Sig.} = 0.000$), with the model explaining 72.4% of the variance in sales growth ($R^2 = 0.724$). These findings indicate that sales growth at The East Coffee is more strongly driven by appropriate pricing perceptions, while promotional strategies require improvement to achieve more consistent and sustainable sales performance.

Keywords : Price; Promotion; Increase in Sales; Coffee Shop; Marketing Strategy.

Abstrak

Industri kedai kopi di Indonesia terus berkembang seiring perubahan gaya hidup masyarakat, terutama di kawasan wisata seperti Pangalengan, Kabupaten Bandung. Meskipun memiliki potensi pasar yang besar, penjualan The East Coffee masih menunjukkan fluktuasi. Data penjualan periode November



2024 hingga Oktober 2025 mencatat pendapatan terendah sebesar Rp6.084.522 pada Maret 2025 dan tertinggi sebesar Rp10.726.758 pada Juli 2025. Kondisi tersebut mengindikasikan bahwa kinerja penjualan belum stabil dan memerlukan evaluasi terhadap strategi pemasaran, khususnya pada aspek harga dan promosi. Penelitian ini bertujuan untuk mengkaji pengaruh harga dan promosi terhadap peningkatan penjualan pada The East Coffee Pangalengan. Penelitian menggunakan pendekatan kuantitatif dengan metode deskriptif dan verifikatif. Sampel penelitian terdiri dari 72 responden yang dipilih melalui teknik incidental sampling. Pengumpulan data dilakukan menggunakan kuesioner, kemudian dianalisis dengan regresi linier berganda melalui aplikasi SPSS, yang mencakup uji validitas, reliabilitas, uji asumsi klasik, uji t, uji F, dan koefisien determinasi. Hasil analisis deskriptif menunjukkan bahwa variabel Harga (76%), Promosi (67%), dan Peningkatan Penjualan (62%) berada pada kategori kuat. Analisis verifikatif menunjukkan bahwa harga berpengaruh positif dan signifikan terhadap peningkatan penjualan ($t = 8,017$; $\text{Sig.} = 0,000$; $\beta = 0,856$), sedangkan promosi berpengaruh signifikan namun memiliki arah negatif ($t = -2,346$; $\text{Sig.} = 0,022$; $\beta = -0,329$). Secara simultan, harga dan promosi berpengaruh signifikan terhadap peningkatan penjualan ($F = 90,421$; $\text{Sig.} = 0,000$) dengan nilai koefisien determinasi sebesar 72,4% ($R^2 = 0,724$). Temuan ini menunjukkan bahwa peningkatan penjualan The East Coffee lebih dipengaruhi oleh kesesuaian harga dengan nilai produk, sementara strategi promosi masih perlu disempurnakan agar mampu mendorong penjualan secara lebih konsisten dan berkelanjutan.

Kata Kunci : Harga; Promosi; Peningkatan Penjualan; Kedai Kopi; Strategi Pemasaran.

1. INTRODUCTION

The coffee shop industry in Indonesia has shown significant growth as people's lifestyles shift toward coffee consumption as a part of social and recreational activities. This growth is also evident in West Java Province, particularly in natural tourist areas like Pangalengan, Bandung Regency, which are strategic locations for coffee shop-themed culinary businesses. The Nimo Highland Pangalengan area is a popular tourist destination with high visitor numbers, encouraging the emergence of various culinary businesses.

The East Coffee is present in the area with a mountain view café concept and a mid-to-upper price segment. Despite its significant market potential, its sales performance has not shown stability.

Tabel 1. Data Penjualan The East Coffee Periode Nov 2024 – Okt 2025

No	Bulan	Pendapatan
1	November 2024	7.586.318
2	Desember 2024	9.248.736
3	Januari 2025	8.102.415
4	Februari 2025	6.295.731
5	Maret 2025	6.084.522
6	April 2025	9.027.664
7	Mei 2025	9.314.587
8	Juni 2025	7.594.544
9	Juli 2025	10.726.758
10	Agustus 2025	8.833.637
11	September 2025	9.409.999
12	Oktober 2025	9.169.091



Table 1 presents The East Coffee's sales data for the period November 2024 to October 2025, which shows significant revenue fluctuations. The lowest revenue was recorded in March 2025 at Rp 6,084,522, while the highest revenue occurred in July 2025 at Rp10,726,758. This pattern indicates that sales tend to increase during periods with high tourist traffic, while other periods experience a decline. This condition indicates that The East Coffee's sales are still highly dependent on tourist traffic and are not yet supported by a sustainable internal marketing strategy.

Observations and pre-surveys indicate that The East Coffee's product prices are relatively high compared to other coffee shops in the Nimo Highlands area and are not fully perceived as commensurate with the benefits consumers receive. Furthermore, promotional activities are still limited and unstructured, particularly through digital media. The majority of visitors learn about The East Coffee's existence incidentally during their visits, rather than through promotions or advertising, resulting in low repeat purchase interest and difficulty in generating stable demand.

Theoretically, this research is based on the marketing management concept that views price and promotion as essential elements in the marketing mix, playing a role in creating value for consumers and driving sales performance. Kotler and Armstrong (2020) state that price and promotion are part of a marketing strategy that directly influence consumer perceptions and purchasing decisions. Price reflects the balance between the sacrifices made by consumers and the benefits received, while promotion serves as a communication tool to build awareness, shape attitudes, and encourage purchase intention. In the context of culinary businesses in tourist areas, appropriate pricing and promotion strategies are crucial because consumers tend to compare the value offered with other alternatives in the same location, thus having implications for repeat purchase intention and increased sales (Abbas et al., 2022).

Several previous studies have shown that price and promotion influence sales growth, but results vary depending on market characteristics. Research specifically examining the influence of price and promotion on coffee shops in tourist areas is limited. Therefore, this study aims to analyze the influence of price and promotion on sales growth at The East Coffee Pangalengan as a basis for formulating a more effective and sustainable marketing strategy.

2. RESEARCH METHOD

This study uses a quantitative approach with a descriptive verification method to analyze the effect of price and promotion on sales growth. The independent variables in this study are price (X_1) and promotion (X_2), while the dependent variable is sales growth (Y). The object of the study is The East Coffee, located in the Nimo Highland Pangalengan tourist area, Bandung Regency, while the subjects are The East Coffee visitors who have made purchases and are aged 18–35 years.

The study population consisted of 262 consumers based on one month's visit data. The sample was determined using a non-probability sampling technique with an incidental sampling method. Based on calculations using the Slovin formula with a 10% error rate, a



sample size of 72 respondents was obtained. Primary data was collected through a closed-ended questionnaire using a five-point Likert scale, while secondary data was obtained from company documentation and supporting literature.

The research instrument was tested for validity using Pearson Product Moment correlation and reliability using Cronbach's Alpha coefficient with a minimum threshold of 0.70. Data analysis was conducted through descriptive analysis to describe the condition of each variable and verification analysis using multiple linear regression. Prior to the regression testing, classical assumption tests were conducted, including tests for normality, heteroscedasticity, and multicollinearity. Hypothesis testing was conducted using a t-test (partial), F-test (simultaneous), and the coefficient of determination (R^2) at a 5% significance level. All data analysis was conducted using IBM SPSS software.

3. RESULTS AND DISCUSSION

a. Validity and Reliability Test

1) Validity Test Result

Tabel 2. Validity Test

Variabel	Pertanyaan	r Hitung	r Tabel	Keterangan
Harga (X1)	X1.1	0,7766	0,2319	Valid
	X1.2	0,8117	0,2319	Valid
	X1.3	0,7809	0,2319	Valid
	X1.4	0,8077	0,2319	Valid
	X1.5	0,8469	0,2319	Valid
	X1.6	0,8442	0,2319	Valid
	X1.7	0,6927	0,2319	Valid
	X1.8	0,5408	0,2319	Valid
Promosi (X2)	X2.9	0,8596	0,2319	Valid
	X2.10	0,8745	0,2319	Valid
	X2.11	0,7972	0,2319	Valid
	X2.12	0,8119	0,2319	Valid
	X2.13	0,7697	0,2319	Valid
	X2.14	0,7997	0,2319	Valid
Peningkatan Penjualan (Y)	Y.15	0,8275	0,2319	Valid
	Y.16	0,8495	0,2319	Valid
	Y.17	0,7283	0,2319	Valid
	Y.18	0,8294	0,2319	Valid
	Y.19	0,7819	0,2319	Valid
	Y.20	0,7499	0,2319	Valid

Source: Data processed by the researcher (2026)

The validity test results presented in Table 2 indicate that all questionnaire items are valid. The validity assessment was conducted by comparing the calculated r values of each item with the r table value of 0.2319. All items for the variables Price (X1), Promotion (X2), and Increase in Sales (Y) show r values greater than the r table value, indicating that all items meet the validity criteria and are suitable for further analysis.



2) Reliability Test Results

Tabel 3. Reliability Test

Variabel	Cronbach Alpha	Standar Reliabel	Keterangan
Harga (X1)	0,8973	0,70	Reliabel
Promosi (X2)	0,9017	0,70	Reliabel
Peningkatan Penjualan (Y)	0,8826	0,70	Reliabel

Source: Data processed by the researcher (2026)

The reliability test results presented in Table 3.2 show that all variables meet the reliability criteria, with Cronbach's Alpha values exceeding the threshold of 0.70. The Price (X1), Promotion (X2), and Increase in Sales (Y) variables obtained Cronbach's Alpha values of 0.8973, 0.9017, and 0.8826, respectively, indicating high internal consistency. Therefore, the research instrument is considered reliable and suitable for further analysis

b. Deskriptive Analysis Technique

Tabel 4. Respondents' Responses to the Price Variable (X1)

Tanggapan Pernyataan	SSS	SS	CS	TS	STS	Total Skor	IS	Kriteria
	5	4	3	2	1			
X1.1	14	29	21	6	2	263	73%	Kuat
X1.2	24	20	20	6	2	274	76%	Kuat
X1.3	27	26	17	1	1	293	81%	Sangat Kuat
X1.4	29	21	18	3	1	290	81%	Kuat
X1.5	14	26	27	4	1	264	73%	Kuat
X1.6	19	26	24	2	1	276	77%	Kuat
X1.7	12	37	20	2	1	273	76%	Kuat
X1.8	12	31	22	6	1	263	73%	Kuat
TS	151	216	169	30	10	2.196		
%	26%	38%	29%	5%	2%	100%		
Standar Deviasi	5.704						76% Kuat	
Rentang Nilai	263 - 293							
Kriteria	Cukup - Cukup							

Source: Data processed by the researcher (2026)

Based on the results presented in Table 3.3, the Price variable (X1) achieved an index score of 76%, indicating a strong category. This finding suggests that respondents generally perceive the prices set by The East Coffee positively, particularly in terms of price-quality suitability, affordability, competitiveness, and the benefits received. Among these aspects, the suitability between price and product quality emerged as the strongest factor influencing price perception. Overall, the results indicate that The East Coffee's pricing is considered reasonable and aligned with consumer expectations.

**Tabel 5. Respondents' Responses to the Promotion Variable (X2)**

Tanggapan	SSS	SS	CS	TS	STS	Total Skor	IS	Kriteria	
Pernyataan	5	4	3	2	1				
X2.1	27	26	17	1	1	293	81%	Sangat Kuat	
X2.2	29	21	18	3	1	290	81%	Sangat Kuat	
X2.3	14	26	27	4	1	264	73%	Kuat	
X2.4	24	32	15	0	1	294	82%	Sangat Kuat	
X2.5	29	30	12	0	1	302	84%	Sangat Kuat	
X2.6	21	32	17	0	2	286	79%	Kuat	
TS	144	167	106	8	7	1.729			
%	33%	39%	25%	2%	2%	100%			
Standar Deviasi	4.346							67% Kuat	
Rentang Nilai	264 – 302								
Kriteria	Cukup - Cukup								

Source: Data processed by the researcher (2026)

Based on the data presented in Table 3.4, the Promotion variable (X2) obtained an index score of 67%, which falls into the strong category. This result indicates that respondents generally perceive The East Coffee's promotional activities positively, particularly in terms of visual information, promotional attractiveness, and employee interactions. Clear and easily recognizable signage and effective personal communication by employees were identified as the most dominant factors shaping positive promotional perceptions. Overall, the findings suggest that promotional efforts at The East Coffee have been implemented effectively and contribute positively to consumer awareness and interest, although interest in promotional programs varies depending on individual preferences and expectations.

Tabel 6. Respondents' Responses to the Increase in Sales Variable (Y)

Tanggapan	SSS	SS	CS	TS	STS	Total Skor	IS	Kriteria	
Pernyataan	5	4	3	2	1				
Y.1	17	28	20	6	1	270	75%	Kuat	
Y.2	20	26	22	2	2	276	77%	Kuat	
Y.3	13	28	25	5	1	263	73%	Kuat	
Y.4	10	28	30	2	2	258	72%	Kuat	
Y.5	12	37	20	2	1	273	76%	Kuat	
Y.6	12	31	22	6	1	263	73%	Kuat	
TS	84	178	139	23	8	1.603			
%	19%	41%	32%	5%	2%	100%			
Standar Deviasi	4.302							62% Kuat	
Rentang Nilai	258 - 276								



Kriteria	Cukup - Cukup	
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Source: Data processed by the researcher (2026)

Based on the results presented in Table 3.5, the Increase in Sales variable (Y) obtained an index score of 62%, which falls into the strong category. This finding indicates that respondents generally show positive tendencies toward repeat purchases, increased purchase quantity, and willingness to recommend The East Coffee to others. Repeat purchase intention emerged as the most dominant factor, reflecting initial customer loyalty driven by satisfaction with products and overall experience. However, variations across indicators suggest that purchase quantity and recommendation behavior are influenced by situational factors and individual preferences. Overall, the results indicate that The East Coffee has been able to encourage sales growth positively, although further strategies are needed to strengthen impulse buying and customer referrals.

c. Verifikacative Analysis Technique

1) Normality test results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		72
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.2607811
Most Extreme Differences	Absolute	.084
	Positive	.084
	Negative	-.059
Test Statistic		.084
Asymp. Sig. (2-tailed)		.200 ^{c,d}
Monte Carlo Sig. (2-tailed)	Sig.	.666 ^e
	99% Confidence Interval	Lower Bound Upper Bound

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. Based on 10000 sampled tables with starting seed 2000000.

Figure 2. Normality Test Results

Source: SPSS Output, data processed by the researcher (2026)

The normality test was conducted using the One-Sample Kolmogorov–Smirnov Test on unstandardized residuals. The SPSS results (N = 72) show an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05, indicating that the residuals are normally distributed and the regression model meets the normality assumption.

2) Heteroscedasticity test result

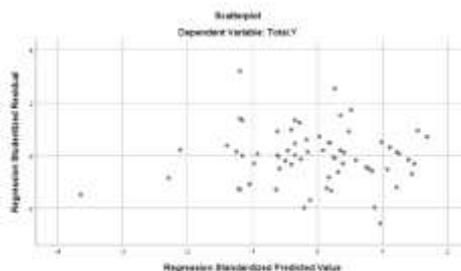


Figure 3. Scatterplot of Standardized Residuals



Source: SPSS Output, data processed by the researcher (2026)

The heteroskedasticity test using a scatterplot of Regression Studentized Residuals against Regression Standardized Predicted Values shows that the residuals are randomly distributed above and below the zero line, with no clear pattern observed. This indicates that the regression model does not exhibit heteroskedasticity and satisfies the homoscedasticity assumption, making it appropriate for further analysis.

3) **Multicollinearity test result**

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.054	1.548		2.619	.011		
	Total.X1	.856	.107	1.135	8.017	.000	.200	5.007
	Total.X2	-.329	.140	-.332	-2.346	.022	.200	5.007

a. Dependent Variable: Total.Y

Figure 4. Results of the Multicollinearity Test

Source: SPSS Output, data processed by the researcher (2026)

Multicollinearity was assessed using Tolerance and Variance Inflation Factor (VIF) values from the SPSS Coefficients output. The Price (X1) and Promotion (X2) variables each showed a Tolerance value of 0.200 and a VIF value of 5.007, which meet the accepted criteria (Tolerance > 0.10 and VIF < 10). These results indicate that the regression model is free from multicollinearity, and the estimated coefficients are stable and reliable for further analysis.

4) **Multiple Linear Regression Equation**

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.054	1.548		2.619	.011
	Total.X1	.856	.107	1.135	8.017	.000
	Total.X2	-.329	.140	-.332	-2.346	.022

a. Dependent Variable: Total.Y

Figure 5. Results of Multiple Linear Regression Analysis

Source: SPSS Output, data processed by the researcher (2026)

Based on Figure 3.4, the multiple linear regression equation is expressed as $Y = 4.054 + 0.856X_1 - 0.329X_2$. The constant value (4.054) indicates that when Price (X1) and Promotion (X2) are held constant, the baseline level of sales increase remains positive. The regression coefficient for Price (X1) is positive and significant ($\beta = 0.856$; Sig. = 0.000), indicating that an improvement in price perception significantly increases sales. In contrast, Promotion (X2) shows a negative but significant effect on sales increase ($\beta = -0.329$; Sig. = 0.022),



suggesting that promotional activities, under certain conditions, do not necessarily enhance sales performance. Overall, the results indicate that sales growth at The East Coffee is more strongly driven by price perception, while promotional strategies require further evaluation to ensure their effectiveness in stimulating sales.

5) Coefficient of Determination test results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851 ^a	.724	.716	2.293

a. Predictors: (Constant), Total.X2, Total.X1

b. Dependent Variable: Total.Y

Figure 3.5 Results of the Coefficient of Determination (R²)

Source: SPSS Output, data processed by the researcher (2026)

The coefficient of determination results from the Model Summary indicate an R value of 0.851, reflecting a strong relationship between Price (X1) and Promotion (X2) and the Increase in Sales (Y). The R Square value of 0.724 shows that 72.4% of the variation in sales increase is explained by the combined effect of price and promotion, while the remaining 27.6% is influenced by other factors not included in the model. The Adjusted R Square of 0.716 confirms that the model maintains strong explanatory power after adjustment, and the Standard Error of the Estimate of 2.293 indicates a relatively low prediction error. Overall, the results demonstrate that price and promotion jointly contribute significantly to sales growth.

6) Hypothesis test result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.054	1.548		2.619	.011
	Total.X1	.856	.107	1.135	8.017	.000
	Total.X2	-.329	.140	-.332	-2.346	.022

a. Dependent Variable: Total.Y

Figure 3.6 Results of the Partial Test (t-test)

Source: SPSS Output, data processed by the researcher (2026)

Based on the SPSS Coefficients output (Figure 4.8), the partial t-test results show that Price (X1) has a positive and significant effect on the Increase in Sales (Y), with a significance value of 0.000 and a t-value of 8.017, indicating



a strong influence. Meanwhile, Promotion (X2) also has a significant but negative effect on sales increase, as indicated by a significance value of 0.022 and a t-value of -2.346 . These results confirm that both variables significantly affect sales increase individually, with price having a positive impact and promotion showing a negative impact under the conditions of this study.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	951.096	2	475.548	90.421	.000 ^b
	Residual	362.890	69	5.259		
	Total	1313.986	71			

a. Dependent Variable: Total.Y

b. Predictors: (Constant), Total.X2, Total.X1

Figure 3.7 Results of the Simultaneous Test (F-test)

Source: SPSS Output, data processed by the researcher (2026)

Based on the SPSS output (Figure 3.7), the F-test results show an F-value of 90.421 with a significance level of 0.000, which is below 0.05. This indicates that Price (X1) and Promotion (X2) simultaneously have a significant effect on the Increase in Sales (Y). Therefore, the regression model is considered valid and appropriate for explaining sales growth based on the combined influence of the independent variables.

The descriptive analysis shows that all research variables are perceived positively by respondents and fall within the strong category. The Price variable (X1) achieved an index score of 76%, indicating that consumers generally consider the prices at The East Coffee reasonable and aligned with the value and quality received. Promotion (X2) obtained an index score of 80%, suggesting that promotional activities—particularly visual communication and employee interactions—are effective in building consumer awareness and interest. Meanwhile, the Increase in Sales variable (Y) recorded an index score of 74%, reflecting positive tendencies toward repeat purchases, increased purchase quantity, and initial customer loyalty, although there remains room for improvement to achieve more stable sales growth.

The verification analysis confirms that Price (X1) has a positive and significant effect on sales growth, indicating that favorable price perception plays a crucial role in stimulating purchasing behavior. In contrast, Promotion (X2) shows a negative but significant effect on sales growth, suggesting that existing promotional strategies have not been optimally implemented and may lack consistency or relevance to consumer expectations. These findings indicate that while promotion remains statistically influential, its current execution does not consistently translate into higher sales performance.

Simultaneously, Price and Promotion significantly affect sales growth, with the regression model explaining 72.4% of the variation in the Increase in Sales variable.



This result demonstrates that sales performance at The East Coffee is largely shaped by the interaction of pricing and promotional strategies. Overall, the findings highlight that price is the dominant factor driving sales growth, while promotional activities require strategic refinement to better support purchasing decisions and enhance long-term sales sustainability.

4. CONCLUSION

- a. Descriptive analysis indicates that consumer perceptions of Price (X1), Promotion (X2), and Increase in Sales (Y) fall within the strong category, with index scores of 76%, 67%, and 62%, respectively.
- b. Partial test results show that Price (X1) has a positive and significant effect on sales growth ($t = 8.017$; $\text{Sig.} = 0.000$; $\beta = 0.856$), confirming price as the dominant factor influencing sales performance.
- c. Promotion (X2) has a significant but negative effect on sales growth ($t = -2.346$; $\text{Sig.} = 0.022$; $\beta = -0.329$), indicating that current promotional strategies have not been optimally implemented.
- d. Simultaneous test results reveal that Price and Promotion jointly have a significant effect on sales growth ($F = 90.421$; $\text{Sig.} = 0.000$), with the model explaining 72.4% of the variance in sales increase ($R = 0.851$; $R^2 = 0.724$).

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