

# The Impact Of The Location Of Cpi Makassar On Consumer Purchase Decisions At Starbucks Sunset Quay (CPI)

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## ABSTRACT

This study aims to analyze the influence of the CPI Makassar area location on consumer purchase decisions at Starbucks Sunset Quay CPI. The approach used in this research is quantitative, with data collected through questionnaires involving a number of respondents who are customers of Starbucks Sunset Quay CPI. Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS) software. The analysis process includes a measurement model to link indicators with the measured constructs and a structural model to test the relationships between constructs.

The results of the study show that the location of the CPI Makassar area has a positive and significant influence on consumer purchase decisions. These findings indicate that the location factor plays an important role in consumers' decisions to visit and make purchases at Starbucks Sunset Quay CPI. This research provides implications for Starbucks to continue leveraging the advantage of its location as a marketing strategy and to enhance customer comfort and experience. The limitation of this study lies in its focus on a single main variable and a quantitative approach that does not explore other potential factors influencing consumer purchase decisions. Therefore, future research is recommended to include additional variables such as service quality, brand

image, and promotion, as well as to use a mixed-method approach to obtain more comprehensive insights.

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## INTRODUCTION

The café industry in Indonesia has experienced significant growth in recent years, particularly in urban areas such as Makassar. This phenomenon is driven by the increasing coffee consumption culture and the tendency of people to use cafés as spaces for socializing and informal activities (Putra & Sukaatmadja, 2019). One global brand that has successfully established its presence in this industry is Starbucks. With consistency in product presentation and a strong brand concept, Starbucks has managed to become one of the dominant players, including in the local Makassar market.

According to a report by the Indonesian Coffee and Cocoa Entrepreneurs Association (APKCI) cited by Bizsense.id (2024), the number of coffee shops in Indonesia reached approximately 10,000

units in 2023, with an estimated total industry revenue of IDR 80 trillion. This figure reflects the vast economic potential of the retail coffee and café industry in Indonesia.

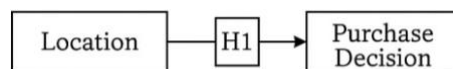
In Makassar, Starbucks has opened several outlets in strategic locations, one of which is situated in the Central Point of Indonesia (CPI) area—a culinary hub with high accessibility, population density, and promising demographic diversity. The choice of this location emphasizes the importance of location factors in attracting consumers and creating added value in business competition. Nevertheless, academic studies specifically analyzing how the location of the Starbucks outlet in CPI Makassar affects consumer purchase decisions remain limited.

Starbucks is recognized as a coffee retail company that offers a variety of premium coffee-based beverages, using selected beans sourced from various parts of the world (Mustain, 2012). In the context of consumer behavior, purchase decision is a central element in marketing strategy. This process includes need recognition, information search, evaluation of alternatives, and the final decision to make a purchase (Zubaidah, 2021; Schiffman & Wisenblit, 2015).

Location significantly influences consumer purchase decisions, particularly in the context of retail and food and beverage services (Kotler & Keller, 2016). A strategic location can enhance visibility, accessibility, and convenience, ultimately increasing visit frequency and customer loyalty (Huff & McCallum, 2008). According to Swastha (2002), location in a business context is defined as the place where business activities are carried out and is one of the key elements in the marketing mix (place) that directly impacts business performance.

This study aims to analyze the influence of the CPI Makassar area location on consumer purchase decisions at Starbucks. Specifically, it will identify the most influential location-related aspects that drive purchase decisions and provide recommendations for Starbucks management in formulating more effective location and marketing strategies. In addition, the results of this study are expected to enrich academic literature on consumer behavior and marketing strategies in the café industry in Indonesia.

Practically, this research offers contributions to several parties. For Starbucks management, the findings can serve as a basis for designing marketing policies and outlet location decisions. For academics and researchers, this study provides theoretical contributions to the study of consumer behavior and the influence of location in marketing strategies. For other café business actors, the findings of this research can be used as a reference in designing optimal business location strategies, particularly in major cities such as Makassar.



**Image 1.** Research Conceptual Framework

H1: Location has a positive and significant effect on consumer purchase decisions for Starbucks CPI products

## Research Method

The research method used in this study is a quantitative approach, in which the collected data is analyzed using statistical methods. This approach aims to examine causal relationships between the studied variables by identifying the effect of one variable on another objectively, without any data manipulation. Data collection was carried out through a questionnaire, consisting of written statements or questions provided to respondents to be answered based on their perceptions. The sample size in this study is 100 respondents, selected using a sampling technique relevant to the research object. The data obtained from the questionnaire will be analyzed using simple linear regression analysis with the help of SPSS software to test and determine the influence of the independent variable on the dependent variable in this study. Before conducting the main data analysis, an instrument test was carried out, which included a validity test to determine whether each item in the questionnaire accurately measured the intended variable, and a reliability test to assess the consistency of respondents' answers within the research instrument. After that, a series of data analysis techniques were conducted, starting with a normality test to determine whether the collected data were normally distributed or not.

## Results and Discussion

### Results

Validity (Significance Level / P-Value) and Reliability Analysis (Cronbach's Alpha)

Table 1. Validity Test of Location Variable (X)  
Correlations

		X1	X2	X3	X4
X1	Pearson Correlation	1	.409**	.398**	.626**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2	Pearson Correlation	.409**	1	.545**	.485**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X3	Pearson Correlation	.398**	.545**	1	.358**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
X4	Pearson Correlation	.626**	.485**	.358**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The validity test aims to measure the extent to which the research instrument accurately reflects the variables being studied, namely Purchase Decision (Y) and Location (X) of Starbucks in the CPI Makassar area. This validity is essential to ensure that each item in the questionnaire truly represents the

aspect intended to be measured. Based on the results of the Pearson correlation analysis on the question items (X1 to X4), all items showed a significant positive correlation with the total score, with a significance level of 0.01. The highest correlation was found between items X1 and X4 ( $r = 0.626$ ), followed by the correlation between X2 and X3 ( $r = 0.545$ ), and X2 and X4 ( $r = 0.485$ ), indicating a relatively strong relationship between these items. Meanwhile, correlations between other items such as X1 and X2 ( $r = 0.409$ ), X1 and X3 ( $r = 0.398$ ), and X3 and X4 ( $r = 0.358$ ) were also significant and fall within the moderate category. These results indicate that all items in the questionnaire have good internal consistency and are valid in measuring the intended construct.

Table 2. Validity Test of Purchase Decision Variable (Y)  
**Correlations**

		Y1	Y2	Y3	Y4	Y5
Y1	Pearson Correlation	1	.339**	.275**	.449**	.338**
	Sig. (2-tailed)		.001	.006	.000	.001
	N	100	100	100	100	100
Y2	Pearson Correlation	.339**	1	.562**	.508**	.467**
	Sig. (2-tailed)	.001		.000	.000	.000
	N	100	100	100	100	100
Y3	Pearson Correlation	.275**	.562**	1	.517**	.465**
	Sig. (2-tailed)	.006	.000		.000	.000
	N	100	100	100	100	100
Y4	Pearson Correlation	.449**	.508**	.517**	1	.607**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Y5	Pearson Correlation	.338**	.467**	.465**	.607**	1
	Sig. (2-tailed)	.001	.000	.000	.000	
	N	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Based on the results of the validity test for the Purchase Decision variable (Y), all indicators showed positive and significant correlation values ( $p < 0.01$ ) with the other indicators. The Pearson Correlation values ranged from 0.275 to 0.607, all of which fall into the category of moderate to strong correlation. Since all correlation values have significance levels below 0.01, it can be concluded that all indicators are valid, as they exhibit significant and positive relationships with the other indicators.

Table 3. Reliability Analysis  
Reliability Statistics

Cronbach's Alpha	N of Items
.825	9

The results of the reliability test indicate that the research instrument, consisting of nine items, has a Cronbach's Alpha value of 0.825, which reflects a high level of reliability. Referring to the criteria proposed by Nunnally and Bernstein (1994), an alpha value of  $\geq 0.70$  indicates acceptable internal consistency for research in the social and behavioral sciences. Therefore, the instrument used in this study can be considered consistent and stable in measuring the intended construct. This finding is in line with a previous study by Zubaidah (2021), which also reported a high level of reliability for a similar instrument in the context of measuring consumer purchase decisions.

#### Classical Assumption Test

Table 4. Normality Test  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.64303092
Most Extreme Differences	Absolute	.104
	Positive	.104
	Negative	-.097
Kolmogorov-Smirnov Z		1.043
Asymp. Sig. (2-tailed)		.227

a. Test distribution is Normal.

b. Calculated from data.

Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov Test on the unstandardized residual values, the significance value (Asymp. Sig. 2-tailed) was found to be 0.227. This value is greater than the significance level of 0.05, indicating that the residuals are normally distributed. This suggests that the normality assumption in the regression model has been met. Therefore, the regression model used is appropriate for further analysis, as it satisfies one of the key classical assumptions namely, the normal distribution of errors.

Table 5. T-Test Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.887	.408	.456	4.630	.000
	Lokasi	.486	.096		5.065	.000

a. Dependent Variable: Purchase Decision

Based on the results of the t-test in the simple linear regression analysis, the Location variable has a significance value of 0.000 ( $p < 0.05$ ) and a t-value of 5.065, which indicates that the Location variable has a significant effect on Purchase Decision at the 5% significance level. The regression coefficient value of 0.486 indicates that each one-unit increase in the perception of Location will increase the Purchase Decision score by 0.486 units, assuming other variables remain constant. Moreover, the standardized Beta value of 0.456 shows that Location contributes 45.6% to the variation in Purchase Decision. Therefore, it can be concluded that Location is a significant factor and has a positive influence on consumer decisions to make purchases at Starbucks in the CPI Makassar area.

### Discussion

The results of the t-test indicate that the Location variable has a positive and significant influence on consumers' purchase decisions at Starbucks Sunset Quay, located in the CPI Makassar area. This is supported by a significance value of 0.000 ( $p < 0.05$ ) and a t-value of 5.065. The regression coefficient is 0.486, which means that every one-unit increase in the perception of location leads to a 0.486-unit increase in the purchase decision score. Furthermore, the standardized Beta coefficient of 0.456 shows that the Location factor contributes 45.6% to the variation in consumers' purchase decisions.

This finding supports the theory proposed by Kotler and Keller (2016), who state that location is an essential component of the marketing mix (place) because it affects accessibility, business visibility, and customer convenience during transactions. In the context of Starbucks Sunset Quay, elements such as easy access to the CPI area, the seaside view, and the modern and comfortable atmosphere act as strong attractions that encourage consumers to visit and make purchases.

Another supporting theory is presented by Swastha (2002), who asserts that an appropriate business location can create value for consumers and enhance a company's competitive advantage. A strategic location increases the likelihood that consumers will visit, try the products, and make repeat purchases. In line with this, Zubaidah (2021) found that purchase decisions are influenced by several factors, including the physical environment and the comfort of the location. This highlights that location is not merely a geographical factor but also a part of the consumer's experiential value while being in that space.

Overall, location serves as one of the keys determining factors in consumer behavior within the café industry, particularly at Starbucks Sunset Quay CPI Makassar. Therefore, Starbucks management continues to leverage this strategic location by improving accessibility, comfort, and the overall consumer experience in the area.

### Conclusion

Based on the results of the study, it can be concluded that the location of the CPI Makassar area has a positive and significant influence on consumer purchase decisions at Starbucks Sunset Quay CPI. This is supported by the regression analysis, which shows that consumers' perception of the location

contributes 45.6% to their purchase decisions. Factors such as accessibility, comfort, ambiance, and the attractiveness of the surrounding environment are key considerations for consumers when deciding to make a purchase.

These findings reinforce previous theories which state that location is a crucial element of the marketing mix and can directly influence consumer behavior. Therefore, it is recommended that Starbucks management continue to maximize the potential of this strategic location by enhancing the quality of customer experience through the management of a physical environment that is attractive, comfortable, and easily accessible.

The primary limitation of this study lies in its narrow scope, focusing solely on a single independent variable—location—and employing a purely quantitative approach. While this provides valuable insights, it may not fully capture the complexity of consumer purchase behavior. Future research is encouraged to incorporate additional variables such as service quality, brand image, and promotional strategies, which may also significantly influence consumer decision-making. Moreover, adopting a qualitative or mixed-methods approach could offer a more comprehensive and nuanced understanding of the various factors shaping consumer purchase decisions.

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