

The Influence of Product Quality, Brand Image and Price Perception on Purchase Decisions of Kopi Kenangan

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A R T I C L E I N F O

Keywords: Product Quality, Brand Image, Price Perception, Purchasing Decisions, Kopi Kenangan

Received : 8, August

Revised : 26, August

Accepted: 27, September

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A B S T R A C T

This study analyzes the influence of product quality, brand image, along with price perception on purchasing decisions for Kopi Kenangan in Purwokerto City. This study used a quantitative approach with a survey of 130 active consumers through a purposive sampling technique. Data analysis was performed through the use of multiple linear regression with SPSS. The findings revealed that product quality showed no significant effect. Meanwhile, brand image as well as price perception showed an effect that is significant positive on purchasing decisions. These findings imply that improving product quality, strengthening brand image, as well as adjusting price perception according to product value can encourage consumer purchasing decisions. This study gives implications for business actors in formulating more effective strategies for marketing in the ready-to-drink coffee beverage sector.

INTRODUCTION

The Indonesian coffee beverage industry has seen rapid growth in recent years. Coffee is no longer consumed solely as a sleep-inducing beverage; it has become a lifestyle staple, particularly among the younger generation. As a result of this phenomenon, a wide variety of coffee beverages has emerged in the market, from instant coffee and ready -to- drink bottled coffee to barista- brewed beverages sold in modern coffee shops.

Increasing competition in the coffee industry is driving continuous innovation in product development, packaging design, marketing strategies, and the use of digital media to reach consumers. Local brands like Kopi Kenangan, Janji Jiwa, and Fore Coffee are able to compete with global brands like Starbucks and Nescafé through product differentiation and marketing approaches that adapt to local consumer preferences.

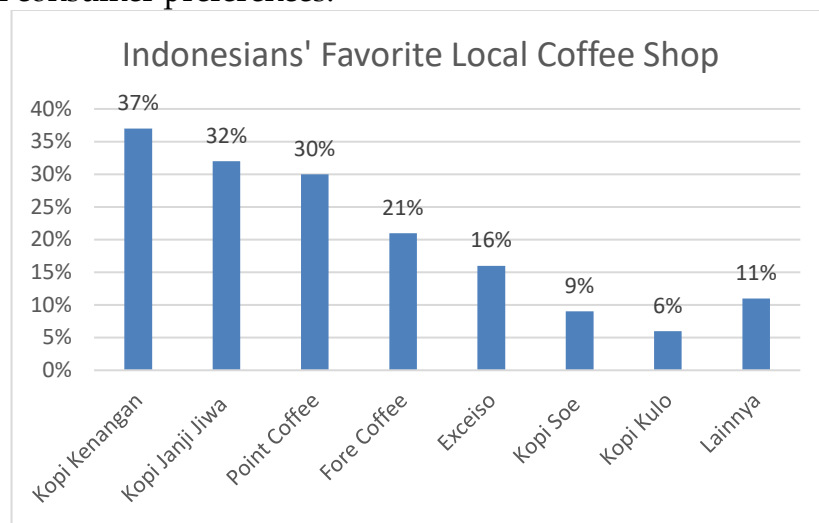


Figure 1. Goodstats Survey (March 2024)

Survey showed that Kopi Kenangan is one of the favorite coffees among Indonesians, especially in the city of Purwokerto. Based on the data list, outlet According to the Kopi Kenangan website, there are five operating outlets in Purwokerto. Kopi Kenangan's sales in Purwokerto are quite high, as evidenced by the large number of customers visiting the outlets and the wide availability of products in nearby minimarkets. One of the signature menu items, particularly popular among teenagers, is Kopi Kenangan Mantan. This coffee variant boasts a distinctive and unique flavor, blending coffee milk with palm sugar, creating a sweet and unique flavor. This combination makes Kopi Kenangan Mantan a favorite and easily recognizable. This is not only due to the delicious taste of the coffee, but also due to the strong branding of the word "Mantan" in the variant's name, which creates a certain emotional connection. This entices people to try and return for more, making it a very popular choice among young consumers.

Coffee business to survive, it is important to give attention to these multiple factors, namely what the company must do to find its customers and to convince consumers in making the decision to purchase. In the purchasing decision variable, consumers develop preferences between brands within a choice set and then develop an intention to purchase the brand they favor most, Kotler & Keller (2016). Purchasing decisions are affected by a company's ability to attract

consumers. The purchasing decisions of consumers are not affected by only a single factor, but rather the result of a complex interaction between various factors that have an influence of Purchasing Decisions, including product quality, brand image, as well as price perception.

The quality of products produced by coffee companies must have their own characteristics so that customers can choose which product is the best in offering quality. Product quality, according to Tjiptono (2015), is one of the factors that influences consumers, so it can be said that a seller has provided quality if the seller's product or service has met or exceeded consumer expectations. Quality has emerged as an important force that determines whether a product succeeds or fails. Product quality is one among the main influencing factors for purchasing decisions. Referring to a research carried out by Anggraeni & Soliha (2020) ; Salsabila & Maskur (2022) ; Sari & Soebiantoro (2022) ; Dinda et al., (2023) ; Rentanubun, (2023) it is shown that purchasing decisions are positively and significantly affected by Product Quality. Meanwhile, research by Kartika (2021) ; Fadillah (2023) ; Pratama & Hayuningtias (2022) resulted with the conclusion that Product Quality shows no influence on purchasing decisions.

In coffee companies, brand image also influences product image in purchasing decisions towards purchased products. Brand Image according to Kloter and Lane (2012) is consumers' latent vision and trust, reflecting associations retained in the memory of consumers. A strong brand image can encourage consumers to choose a product over another product. Brand Image has the ability to affect consumers in making the decisions to purchase a product, because if consumers have purchased a product, they will form a view of the brand, Rentanubun (2023) . Referring to a research carried out by Werdiasih et al., (2022) ; Anisa et al., (2024) ; Pasaribu (2022) ; Sari & Soebiantoro (2022) ; Islamiyah & Soebiantoro (2022) it is shown that purchasing decisions are positively influenced by Brand Image. On the other hand, research by Tritama et al., (2021) ; Prabowo et al., (2020) ; Clarita (2023) reveals that brand image shows no significant impact on purchasing decisions.

Price perception affects consumers in determining a purchasing decision for a product. Consumers are going to feel satisfied if the money spent on a product meets their expectations. According to Schiffman & Kanuk (2018), price perception stems from the interpretation of price differences (real or implied) and from that interpretation regarding the focus and contextual cues in the offer. Price is frequently considered by consumers as an indicator of a product's value. Price perception refers to a process by which consumers who are aware of it conduct searches or surveys and compare quality and price (Atmajaya, 2022) . Referring to a research carried out by Werdiasih et al., (2022) ; Suherman & Hongdiyanto (2021) ; Khaira et al., (2022) ; Anggraeni & Soliha (2020), it is shown that purchasing decisions are positively and significantly influenced by price perception. Whereas, research by Eltonia & Anindita Hayuningtias (2021) ; Salsabila & Maskur (2022) ; Anisa et al., (2024) concluded that price perception shows no positive impact on purchasing decisions.

From this background, this research idea stems from a replication of Anggraeni & Soliha's (2020) study . What distinguishes this study from the

original study is the object and respondents. The object of this current study is Kopi Kenangan, while the respondents are focused on consumers who have purchased and consumed Kopi Kenangan products. This study has the aim to evaluate how product quality, brand image, along with price perception impact purchasing decisions.

LITERATURE REVIEW

Consumer Behavior

Consumer behavior is the study of how individuals, groups, or organizations choose, utilize, purchase, or discard goods, ideas, services, or experiences in order to fulfill the needs or desires that they have (Kotler and Keller, 2016). According to Peter and Olson (2018), there are three elements that influence marketing strategy to be effective: consumer affect and cognition, consumer behavior, and the consumer environment. Peter and Olson (2018) also stated that the theories used in analyzing consumer behavior are cognitive and affective theories, both of which are closely related.

Cognitive Theory

Cognitive is the mental structures and processes that are involved in thinking, comprehension, and the interpretation of events and stimuli. It also refers to things that are thought about, such as beliefs about a product. This includes processes related to focusing on and comprehending stimuli or events, recalling past occurrences, forming assessments, and making purchasing decisions. Included in this current study is the cognitive theory of product quality, as described by Peter & Olson (2018).

Affective Theory

Affective refers to There are things felt about stimuli and events. For example, to assess the like or dislike of consumers toward a product. Affective responses are either positive or negative and differ in intensity. Affective is a state experienced by a person or something felt. Affective strategies influence consumer affective responses through a focus on emotions, moods, feelings, and consumer evaluations. Generally, consumer confidence in a product is closely linked to their feelings. Variables included in this theory are brand image and price perception, Peter & Olson (2018).

Product Quality on Purchasing Decisions

Quality can be described as the overall features as well as characteristics of a product or service that determine its capability of fulfilling stated or unstated needs, Kotler & Keller (2016). As explained by Anggraeni & Soliha (2020) , Product Quality is the definition of quality that centers on the consumer, meaning that a seller can be said to provide quality if their product or service has matched or gone beyond what consumers expect. Then, according to Fuadi et al., (2022) , it means the quality of work or the product's capability of performing its function. So, product quality is not only associated with consumer perception, but also to the extent to which the product can function properly. Based on previous research from Anggraeni & Soliha (2020) ; Rentanubun (2023) ; Sari &

Soebiantoro (2022) and Dinda et al., (2023) stated that product quality positively affects purchasing decisions.

H1: Product quality has a positive effect on purchasing decisions

Brand Image on Purchasing Decisions

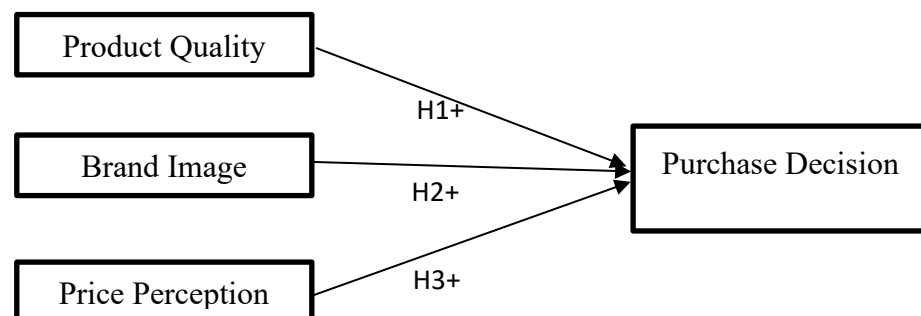
Brand image is the perception and beliefs held by consumers, reflecting associations held in their minds, according to Kotler & Lane (2012). Rentanubun (2023) states that brand image is a collection of perceptions as well as beliefs held by customers toward a brand, reflected through associations held in their minds. Anggraeni & Soliha (2020) defines brand image as how the brand is perceived. So, brand image is the view and belief that a customer has toward a brand, reflected through associations in their memory, as well as how the brand is perceived by consumers. Referring to earlier research by Anisa et al., (2024); Islamiyah & Soebiantoro (2022); Pasaribu (2022); Sari & Soebiantoro (2022), and Rentanubun (2023), it was stated that price perception positively influences purchasing decisions.

H2: Brand image has a significant positive effect on purchasing decisions.

Price Perceptions on Purchasing Decisions

Perception is the process of selecting, organizing, and interpreting information input, as explained by Kotler & Keller (2016). According to Anggraeni & Soliha (2020), price perception is connected to the way consumers fully comprehend price information and attach significance to them. Then, according to Rentanubun (2023), price perception is the perception or view of a consumer toward price, how certain prices are viewed by consumers and has a strong influence on purchasing decisions and satisfaction with buying the product. Therefore, price perception is tied to how consumers interpret price information and assign significance to it, which can then influence purchasing decisions and product preferences. Previous research by Anggraeni & Soliha (2020); Khaira et al. (2022); Rentanubun (2023); and Suherman & Hongdiyanto (2021) found that price perception positively influences purchasing decisions.

H3: Price perception has a significant positive effect on purchasing decisions.



METHODOLOGY

The research type is quantitative with the aim of analyzing the influence of the three variables, which are product quality, brand image, along with price perception on purchasing decisions. This study's population is the general public

of Purwokerto city with a total according to the Banyumas website in 2024 in Purwokerto City there was a population of 235,259. The sample calculation used the Slovin formula and obtained the result of 99.95 samples. Then to prevent invalid questionnaires, add 30% to the total sample of 130 respondents. Primary data and purposive sampling techniques are used for this study with the following criteria: 1) Purwokerto community, 2) Have purchased Kopi Kenangan products, 3) Are over 17 years old, which were distributed directly through a Google Form questionnaire to the general public of Purwokerto city which resulted in 130 respondents, Sugiyono (2020).

This study used the method which is multiple linear regression analysis and model fit testing with statistical tools, namely SPSS 21. The first independent variable studied is Product Quality with indicators 1) Performance, 2) Features, 3) Conformance to Specifications, 4) Reliability, 5) Durability, 6) Aesthetics. Second, Brand Image with indicators 1) Brand Association Excellence, 2) Brand Association Strength, 3) Brand Association Uniqueness. Third, Price Perception with indicators 1) Price Suitability with Product Quality, 2) Price Comparison with Competitors, 3) Financial Capability. While the dependent variables studied are Purchase Decisions with indicators 1) Product Choice, 2) Brand Choice, 3) Distributor Choice, 4) Purchase Amount, 5) Purchase Time.

RESEARCH RESULT

Characteristics respondents

Table 1. Criteria respondents

Information	Frequency	Presentation
Region of Origin		
West Purwokerto	39	30%
East Purwokerto	26	20%
North Purwokerto	35	26.92%
South Purwokerto	30	23.08%
Amount	130	100%
Gender		
Woman	74	56.92%
Man	56	43.08%
Amount	130	100%

Based on table 1 of the respondent criteria for each region, it can be seen that the West Purwokerto region has a percentage of 30% of respondents, East Purwokerto has a percentage of 20% of respondents, North Purwokerto has a percentage of 26.98% of respondents, and South Purwokerto has a percentage of 23.08% of respondents. Meanwhile, the descriptive recapitulation of respondents on the basis of the respondent's gender, it can be seen that the female gender has a percentage of 56.92% of respondents and the male gender has a percentage of 43.08 % of respondents.

Descriptive Analysis

Table 2. Descriptive Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality	130	3.00	5.00	4.29	0.589
Brand Image	130	3.00	5.00	4.10	0.637
Price Perception	130	3.00	5.00	4.38	0.533
Buying decision	130	3.00	5.00	4.15	0.603
Valid N (listwise)	130			4.23	

Based on table 2 of research data totaling 130 respondents, a conclusion can be made that the highest average value is found in the Price Perception variable, while the lowest is found in the Brand Image variable. The average value of the Product Quality, Brand Image, along with Price Perception variables is 4.23, it can be seen that most respondents have a tendency to answer in agreement, so it can be stated that there is no deviation in the data of the three variables in the Purchase Decision variable.

Instrument Test

Validity and Reliability Test

In this study, the variables of product quality, brand image, along with price perception had a calculated R value > R Table, namely 1.65, so each variable's statement was declared valid. Meanwhile, the Cronbach's t-squared value was 1.65. The alpha value of the Product Quality variable was 0.834, Brand Image was 0.826, Price Perception was 0.827, and Purchase Decision was 0.798. All variables for the reliability test were declared valid and reliable due to the Cronbach's α value of 0.834. Alpha of all variables is more than 0.70.

Normality Test

Table 3. Normality Test Results

		Unstandardized Residual
N		130
Normal Parameters a, b	Mean	.000000
	Standard Deviation	2.27590919
Most Extreme Differences	Absolute	.093
	Positive	.050
	Negative	-.093
Test Statistics		1,058
Asymp. Syg. (2-tailed)		.213

As explained by Ghozali (2018), the normality test is used to test the regression model, the confounding variables or residuals show a distribution that is normal. This study's normality test uses a non-parametric statistical test. *Kolmogorov-Smirnov* (KS), if the significance value in this test exceeds 0.05 then H_0 is accepted and the residual normally distributed (Ghozali 2018). The normality test used data from 130 respondents. The results showed that the significance value of *Asymp.sig* (2-tailed) was 0.213, which is above 0.05. This supports the basis for decision-making in the normality test. *Kolmogorov-Smirnov* above, a conclusion can be made that the data distribution is normal.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)		.350	
	Product Quality		.420	2,381
	Brand Image		.839	1,192
	Price Perception		.387	2,585

This test has the aim to test whether the regression model shows that independent variables are correlated. The multicollinearity test can also be observed from the *tolerance* and *variance values. inflation factor (VIF)*. The *tolerance value* of > 0.10 or $VIF < 10$ is an indication of no multicollinearity. As shown by the study's results, the Tolerance value for the Product Quality variable 0.420 Brand Image 0.839 and Price Perception 0.387 all exceed 0.10. Meanwhile, the VIF value for the Product Quality variable 2.381 Brand Image 1.192 and Price Perception 2.585 is less than 10.00, so a conclusion is drawn that no multicollinearity symptom is found.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constans)	-.790	1,274		-.620	.536
	Product Quality	.010	.061	.022	.165	.870
	Brand Image	.035	.040	.083	.870	.386
	Price Perception	.057	.073	.110	.783	.435

This study's heteroscedasticity test uses the Glejster test method. The Glejser method is used by regressing all independent variables against the absolute residual variable. If there is a significant influence of the independent variable on the absolute value of the residual, then in the regression model there is a heteroscedasticity problem. If the sig value is > 0.05 , then no heteroscedasticity os found, Ghozali (2018). The Heteroscedasticity test outcomes

using the Glejser method obtained significant values of 0.870, 0.386 and 0.435, so a conclusion can be drawn that no heteroscedasticity problem is found in the data.

Data Analysis Test

Model Fit Test

Table 6. Model Fit Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694 ^a	.481	.469	2,303

Based on Table 6, the Adjusted R Square value of the regression model formed in this study is 0.469, which is an indication that the independent variables of product quality, brand image, along with price perception in explaining the dependent variable of Purchase Decision are 46.9%, whereas the remaining 53.1% is explained by variables outside the model.

Multiple Linear Regression Test

Table 7. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constans)	1,962	2,093		.938	.350
	Product Quality	.164	.101	.161	1,625	.107
	Brand Image	.239	.066	.255	3,647	.000
	Price Perception	.487	.120	.420	4,074	.000

Referring to the results above, the multiple linear regression equation is obtained as follows:

$$KP = 1.962 + 0.164 KPr + 0.239CM + 0.487KP$$

The following is the interpretation of the regression equation:

- 1) The constant value of 1.962 states that, if the variables increase by 1 unit, Product Quality, Brand Image and Price Perception have a value of 0, then the value of the Purchase Decision variable is 1.962.
- 2) The regression coefficient of the Product Quality variable is 0.164, meaning that that if there is a 1 unit increase in Product Quality variable, the Purchase Decision increases by 0.164 units, with the assumption that other variables remain constant.
- 3) The regression coefficient of the Brand Image variable is 0.239, which means that if the Brand Image variable increases by 1 unit, the Purchase Decision will increase by 0.239 units, with the assumption that other variables remain constant.
- 4) The regression coefficient of the Price Perception variable is 0.487, meaning that if there is a 1 unit increase in Price Perception variable, the Purchase Decision increases by 0.487 units, with the assumption that other variables stay constant.

Hypothesis Testing

H1: Product quality has a positive effect on purchasing decisions.

From the results of table 7, it is known that the Beta value on the Product Quality variable of 0.164 indicates a positive direction with a calculated t value of 1.625 as well as a t table of 1.65, this indicates the calculated $t > t$ table. The significance value of $0.107 > 0.05$ is an indication that it is not significant. The conclusion of the results is that there is an influence of Product Quality on Purchasing Decisions with a positive direction but is not significant. Thus, the hypothesis stating that Product Quality does not positively affect Purchasing Decisions, can be interpreted as **Ho being accepted and Ha being rejected** and a conclusion can be drawn that Hypothesis 1 is rejected.

H2: Brand Image has a significant positive effect on Purchasing Decisions

From the test results of table 7, it is shown that the Beta value on the Brand Image variable of 0.239 indicates a positive direction with a calculated t value of 3.647 as well as a t table of 1.65, this indicates the calculated $t > t$ table. The significance value of $0.000 < 0.05$ is an indication that it is significant. The conclusion of the results shows that there is an influence of Brand Image on Purchasing Decisions in a positive direction. Thus, the hypothesis stating that Brand Image positively and significantly influence Purchasing Decisions, can be interpreted as **Ho being rejected and Ha being accepted** and a conclusion can be drawn that Hypothesis 2 is accepted.

H3: Price Perception has a significant positive effect on Purchasing Decisions

From the test results of table 7, it is shown that the Beta value on the Price Perception variable is 0.487 indicating a positive direction with a calculated t value of 4.074 as well as a t table of 1.65, this indicates the calculated $t > t$ table. The significance value is $0.000 < 0.05$ which is an indication that it is significant. The conclusion of the results shows that there is an influence of Brand Image on Purchasing Decisions in a positive direction. Thus, the hypothesis stating that Price Perception positively and significantly affects Purchasing Decisions, can be interpreted as **Ho being rejected and Ha being accepted** and a conclusion can be drawn that Hypothesis 3 is accepted.

DISCUSSION

The Influence of Product Quality on Purchasing Decisions

Product quality shows no effect on consumer purchasing decisions. This study explains that the high or low quality of products provided by Kopi Kenangan does not impact consumer purchasing decisions. Based on consumer behavior theory according to Peter & Olson (2018), product quality on purchasing decisions is included in cognitive theory, because it shows things that are thought about, such as trust in product quality. Product quality does not positively affect purchasing decisions.

This study's results are backed by the research from Kartika (2021) and Fadillah (2023) which shows that Product Quality does not positively affect Purchasing Decisions.

The Influence of Brand Image on Purchasing Decisions

Brand Image at Kopi Kenangan significantly impacts consumer purchasing decisions. Based on the consumer behavior theory according to Peter & Olson (2018), Brand Image on Purchasing Decisions is included in the affective theory, because it shows that what consumers believe about a product is closely linked to their feelings about Brand Image. Brand Image significantly and positively affects Purchasing Decisions.

This study's results are backed by the research from Pasaribu (2022), Werdiasih et al., (2022), Anggraeni & Soliha (2020), and Yohana & Ginanjar (2021) which state that Purchasing Decisions are positively influenced by Brand Image.

The Influence of Price Perceptions on Purchasing Decisions

This study explains that price perception at Kopi Kenangan impacts consumers in making product purchasing decisions. Based on consumer behavior theory according to Peter & Olson (2018), price perception on purchasing decisions is included in the affective theory, because it shows things that are thought, such as trust and feelings about price perception. Price perception positively and significantly influences purchasing decisions.

This study's results are strengthened by research from Muhani & Sabillah (2022), Paludi & Juwita (2021), Werdiasih et al., (2022), and Anggraeni & Soliha (2020) which shows that Purchasing Decisions are positively influenced by Brand Image.

CONCLUSION AND RECOMMENDATIONS

As concluded from the research results, product quality does not positively affect purchasing decisions. Brand image and price perception positively affect purchasing decisions for Kopi Kenangan products in Purwokerto City. Product quality is not the primary factor that meets consumers' functional and aesthetic expectations. Brand image builds trust and positive perceptions of the product, while price perception influences purchasing decisions through an assessment of the suitability of benefits and costs. Of these three variables, two support increased purchasing decisions. Therefore, companies are advised to integrate consistent product quality, strong branding, and appropriate pricing strategies to formulate more effective marketing policies to attract and retain consumers.

ADVANCED RESEARCH

This study has several limitations that provide opportunities for future development. First, the study area is limited to Purwokerto City, so the results may not necessarily apply to other regions. For future research, an expansion of the geographic scope is recommended. Second, the independent variables only include product quality, brand image, as well as price perception, while other factors are also relevant. Future researchers are encouraged to add additional variables to strengthen the model. Third, the survey-based descriptive quantitative approach limits in-depth exploration, while qualitative or mixed-method approaches can explore emotional and psychological factors.

Finally, the short data collection period needs to be extended to make the results more representative and dynamic.

ACKNOWLEDGMENT

The author expresses his deepest gratitude to his colleagues and supervisors for their invaluable advice and input in the preparation of this research. He also expresses his appreciation to all respondents who participated in the survey. He also gratefully acknowledges the administrative support that enabled the successful completion of this research.

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