

PRODUCT QUALITY DYNAMICS AND BRAND IMAGE AS DETERMINANTS OF LOCAL COFFEE CONSUMERS' PURCHASING DECISIONS

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Abstract:

The rapid growth of Indonesia’s specialty coffee industry has intensified competition, positioning product quality and brand image as critical factors influencing consumer purchase behavior. However, these variables have been extensively studied; prior research remains dominated by global brand contexts, offering limited insights into local coffee shop dynamics where unique perceptions of quality and brand experience shape consumer decisions. This study investigates the effects of product quality and brand image on purchase decisions among Poin Coffee Taman Siswa, Sekaran consumers, using the Theory of Reasoned Action (TRA) as the theoretical foundation. TRA suggests that purchase behavior is driven by behavioral intentions, which arise from attitudes shaped by evaluative beliefs about a product. A quantitative explanatory design was applied, involving 100 respondents selected via purposive sampling. Data were collected through a Likert-scale questionnaire and analyzed using validity and reliability tests, descriptive statistics, and multiple regression analysis. The results indicate that product quality and brand image have positive and significant effects, both individually and simultaneously, on purchase decisions. This study reinforces TRA's applicability in explaining consumer attitudes and suggests future studies incorporate moderating variables such as word of mouth, pricing, and promotion.

**Keywords:** Product Quality; Brand Image; Purchase Decision, Theory of Reasoned Action

INTRODUCTION

The trend of coffee drinking in Indonesia is experiencing significant growth. Drinking coffee is no longer just a way to relieve fatigue or increase alertness, but has become a daily routine or beverage that can become an experience and a symbol of identity for today's society (Sondang et al., 2024). The trend of coffee drinking in Indonesian society is no longer a cultural phenomenon, but a lifestyle.

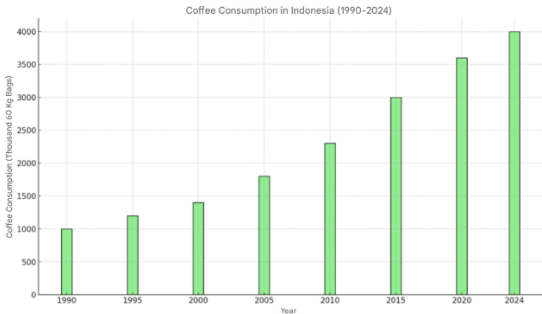


Figure 1. The Trend of Drinking Coffee in Indonesian Society



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The graph shows the growth of coffee consumption in Indonesia from 1990 to 2024. Overall, coffee consumption has consistently and significantly increased throughout this period. In 1990, coffee consumption was still below 1,000,000 60-kg bags. However, this figure has steadily increased every five years, projected to reach around 4,000,000 bags by 2024. This indicates that coffee consumption in Indonesia has nearly quadrupled over 34 years. This increase in coffee consumption can be attributed to various factors, including changes in lifestyles, increasing familiarity with coffee consumption, product innovation, and increased access to a variety of coffee varieties (Santino, 2024).

The increasing number of coffee brands available in Indonesia is now widespread, allowing consumers to make more informed purchasing decisions. Each brand naturally offers varying levels of quality, which can also increase competition among coffee producers and entrepreneurs (Octhaviani & Sibarani, 2021). Poin Coffee is a local Indonesian coffee shop that differentiates its product quality from its competitors. Poin Coffee products are made with 100% selected, high-quality Indonesian coffee beans. Maintaining a brand is indeed more difficult than building one, and Poin Coffee is no exception. To maintain its product quality, the brand strictly checks the beans used, ensuring that consumers enjoy consistently high-quality coffee. Currently, Poin Coffee has over 800 outlets throughout Indonesia. According to a 2023 Jakpat survey, Poin Coffee ranked third among Indonesians as the favorite local coffee brand (Anggi et al., 2024).

Product quality is a process undertaken by producers to outperform competition in the market by establishing distinctive characteristics based on the product offered, thus creating a sense of superior quality and superiority for consumers compared to other products (D. P. Sari, 2021). Product quality has been shown to have a positive influence on consumer purchasing decisions. Product quality can be a factor in determining product purchases. Good product quality can increase consumer purchasing decisions; conversely, poor product quality can lower consumer purchasing decisions (Kapirossi & Prabowo, 2023; Ardiyanti et al., 2022). Wowor et al., 2017, for example, explain the negative influence of product quality on consumer purchasing decisions. This implies that if a product's quality is perceived as low or poor, it will reduce the likelihood of consumers purchasing the product. Poor quality can reduce consumer trust in a particular brand or product, damage its reputation, and cause consumers to provide negative reviews or recommend other products, which in turn can influence others' purchasing decisions. This contrasts with research conducted by Octhaviani & Sibarani (2021, which found that product quality does not influence consumer purchasing decisions.

Consumer purchasing decisions are not only influenced by product quality but can also be influenced by brand image. Brand image is a representation of a product that shapes the perspective and memory of buyers (Eva & Widya, 2021). Positive understanding and thinking related to brand image can provide benefits, because consumers will recommend the product to other consumers. Conversely, if the product's brand image is bad, consumers will spread bad or negative things to other consumers regarding the product offered. (Ardiyanti et al., 2022), (Suparwi & Fitriyani, 2020) in their research stated that there is an influence of brand image on consumer purchasing decisions. Brand image can be determined through strategies to influence or incite consumers to make purchases. A positive brand image creates positive purchasing decisions as well, so that a positive brand image can increase consumer decisions in making purchases. Conversely, if the brand image is negative, consumer purchasing decisions will decrease. This contrasts with the findings of Butarbutar & Vildayanti (2024), which stated that brand image does not influence consumer purchasing decisions.

The inconsistency of previous research findings regarding product quality, brand image, and consumer purchasing decisions has sparked researchers' interest in re-exploring the influence of product quality and brand image on consumer purchasing decisions. The novelty of this research lies in the research object used, namely, Poin Coffee Taman Siswa, Sekaran. This research is expected to contribute significantly to the development of knowledge in the field of marketing, while also providing recommendations for future researchers and outlet owners or business actors. This background forms the basis for formulating the research questions, which include: 1) Does product quality influence consumer purchasing decisions? 2) Does brand image influence consumer purchasing decisions? 3) Are product quality and brand image able to influence consumer purchasing decisions?

**Theory of Reasoned Action.** The theory of reasoned action (TRA) is a theory derived from Ajzen (1991), which explains that a person's behavioral intentions can be determined by their willingness to act or not to act, or vice versa. The theory of reasoned action (TRA) evolved into the theory of planned behavior (TPB), which was supplemented by the development of perceived behavioral control. The assumption in TRA concerns how an individual considers actions and implements them in decision-making. TRA is a theory that explains that my behavior will influence my behavior in the decision-making process, which will impact the following three aspects:

1. A person's behavior is influenced not only by general attitudes but also by more specific attitudes toward a particular object.
2. A person's behavior is influenced not only by attitudes but also by subjective norms, namely beliefs about what others expect us to do.
3. Attitudes toward a behavior, together with subjective norms, will shape the decision to act.

**Purchasing Decision.** A purchasing decision is a consumer's determination of their preference for a product, structured within a set of options (Kotler & Keller, 2016). Purchasing decisions determine consumers' choices among various offerings, requiring informed decision-making and a sound understanding (S. P. Sari, 2020). Purchasing decisions can also be defined as an individual's attitude toward a purchase, determining their desire to fulfill their wants and needs (Martianto et al., 2023). According to Kotler & Armstrong (2019), consumer purchasing decisions can be based on the following factors: 1) a firm desire to purchase a product after understanding the product details, 2) deciding to purchase because they like the product, 3) making a purchase based on needs and desires, and 4) making a purchase influenced by recommendations from others.

**Product Quality.** Kotler & Keller (2012) define product quality as an item that enters the market to attract attention, be owned, used, or consumed to satisfy a want or need. Product quality is the strength of a product in performing its function, be it reliability, durability, accuracy, ease of use and repair implementation (S. N. Sari & Wirawan, 2022). (Priansa, 2017) explains that product quality is a consumer perspective based on the benefits of a product, which is measured by the suitability of consumer expectations. So it can be concluded that product quality is the power to fulfill consumer perceptions, so that consumers fulfill their desires and feel satisfied and assess the product as quality or not. Product quality measurement indicators can be carried out using the following indicators (Kotler & Keller, 2012): 1) form, 2) features, 3) adjustment; 4) performance quality, 5) quality of conformity, 6) durability, 7) constraints, 8) ease of repair, 9) style and 10) design. Based on these ten points, to align with the discussion of this study, the researchers decided to use five indicators to measure product quality in this study: 1) shape, 2) durability, 3) conformance quality, 4) style, and 5) design.

**Brand Image.** (Kotler & Armstrong, 2019) state that brand image encompasses names, terms, signs, and symbols, a combination of all aspects used to identify the product being sold. Brand image



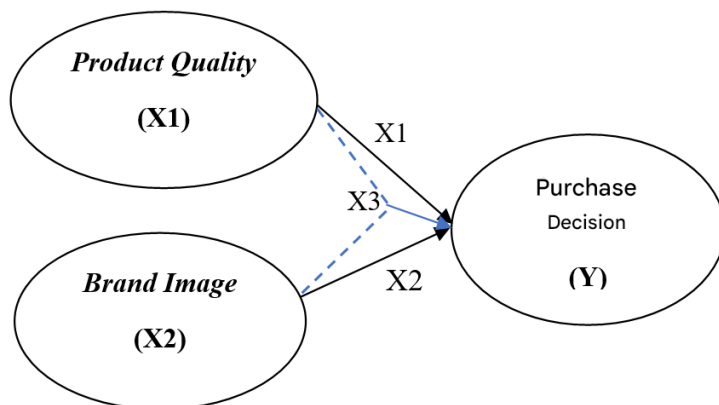
is the consumer's belief in realizing various perceptions that emerge in the consumer's memory (Nursaimatussaddiya & Cen, 2022). Brand image is a combination of terms, names, symbols, designs, and signs used to differentiate and identify a product, demonstrating its uniqueness compared to competitors (Puspitasari et al., 2022). Brand image serves as a unique identity, helping consumers recognize and remember a particular product or service in a competitive marketplace. Thus, brand image not only reflects quality and value but also plays a role in building emotional connections with customers. According to (Kotler & Armstrong, 2019), three indicators can be used to determine a product's brand image, including: 1) strength, 2) uniqueness, and 3) liking.

**The Influence of Product Quality on Purchasing Decisions.** Research has shown that product quality has a positive influence on product purchases. Product quality is a key consideration when choosing an item. Good product quality can enhance consumer purchasing decisions; conversely, poor product quality can lower consumer purchasing decisions (Kapirossi & Prabowo, 2023; Ardiyanti et al., 2022). If product quality is perceived as low or poor, this will reduce consumers' likelihood of purchasing the product. Poor quality can reduce consumer trust in a particular brand or product, damage the brand's reputation, and lead consumers to leave negative reviews or recommend other products, which in turn can influence others' purchasing decisions. Assured quality not only increases the likelihood of an initial purchase but also contributes to consumer satisfaction, which in turn can foster brand loyalty and encourage repeat purchases and positive recommendations. Conversely, perceived low or poor product quality can have a detrimental negative impact on purchasing decisions. Poor perceptions of quality will drastically reduce consumers' likelihood of purchasing the product, erode their trust in the brand, and damage the company's reputation. Therefore, this study uses the following hypothesis: H1: Positive Influence of Product Quality on Purchasing Decisions.

**Influence of Brand Image on Purchasing Decisions.** (Ardiyanti et al., 2022), (Suparwi & Fitriyani, 2020), Brand Image plays a positive role in consumer purchasing decisions. Brand image can be used as a strategy to influence or incite consumers during the purchasing process. A positive brand image creates positive purchasing decisions. Therefore, a positive brand image can increase consumer purchasing decisions. Conversely, a negative brand image can decrease consumer purchasing intentions. A positive brand image can be built through various elements, such as product quality, customer experience, effective marketing communications, and brand values. When consumers feel connected to a positive brand image, they are more likely to trust the product and feel confident that it will meet their expectations. This creates a positive cycle where good purchasing decisions increase consumer loyalty and encourage word-of-mouth recommendations, which in turn can attract more new consumers. Conversely, if a negative brand image is formed, the impact can be very detrimental. A negative brand image can arise from various factors, such as unsatisfactory customer experiences, negative reviews, or even scandals involving the brand. When consumers perceive a brand negatively, they tend to avoid that product, resulting in a significant decrease in purchasing decisions. Therefore, this study uses the following hypothesis: H2: Positive Influence of Brand Image on Purchasing Decisions.

**The Influence of Product Quality and Brand Image on Purchasing Decisions.** (Ardiyanti et al., 2022), Explain that product quality and brand image have a significant positive influence on purchasing decisions. Good product quality has been shown to encourage purchases because consumers prioritize quality, ensure that their expenditure is commensurate with the product they receive, and reduce concerns about disappointment. Meanwhile, a good brand image can attract buyers' attention, create a positive impression that forms the basis for purchasing decisions, and serve as an effective marketing strategy. Thus, both product quality and brand image support each

other in encouraging consumers to make purchases. Therefore, this study uses the following hypothesis: H3: Product Quality and Brand Image Have a Positive Influence on Purchasing Decisions.



**Figure 2.** Thinking Framework

## METHODS

This research employed a quantitative method. The location of the study was Poin Coffee Taman Siswa, Sekaran, located on Jl. Taman Siswa, Sekaran, Gn. Pati District, Semarang City, Central Java 50229. The population in this study was Poin Coffee consumers. The sampling technique used was non-probability sampling, specifically purposive sampling. The sample size was determined using the Lemeshow formula. This study used the following criteria:

1. Consumers who have purchased Poin Coffee products.
2. Aged 12 years and older.
3. Willing to complete the questionnaire independently.

The Lemeshow formula is as follows:

$$n = \frac{z^2 - 2P(1 - P)}{d^2}$$

$$n = \frac{1,96^2 - 0,5(1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416.0,25}{0,01} = 96,04 \text{ rounded up to } 100$$

Description:

n = number of samples

z = z-score at 95% confidence interval

P = maximum estimate = 0.05

d = alpha (0.10) or sampling error = 10%

Based on calculations using the Lemeshow formula, the minimum sample size was 96.04 respondents. Based on these results, the sample size in this study was rounded to 100 respondents. The data collection technique used a Likert scale with the following information: strongly agree (SS) was given a score of 5, agree (S) was given a score of 4, neutral (N) was given a score of 3, disagree (TS) was given a score of 2, and strongly disagree (STS) was given a score of 1. This study



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used validity and reliability tests to ensure the validity of the data. This study used descriptive statistical analysis to describe the data groupings and multiple regression **analysis to determine the influence of each variable. SPSS was used as the analysis tool in this study.**

**Table 1. Research Variables**

No	Research Variables	Operational Definition	Indicator	Source
<b>Dependent Variable</b>				
1.	Buying decision	Purchasing decisions are consumers' determination of their inclination towards products, which are arranged in a set of options.	1) a strong desire to buy a product after knowing the product information 2) deciding to purchase because you like the product 3) making a purchase based on your needs and desires 4) making a purchase influenced by recommendations from others.	(Kotler & Armstrong, 2019)
<b>Independent Variables</b>				
1.	Product Quality	Product quality is a consumer perspective based on the benefits of a product, which is measured by conformity to consumer expectations..	1) shape 2) durability 3) fit quality 4) style 5) design	(Kotler & Keller, 2012)
2.	Brand Image	Brand image is a name, term, sign, symbol and/or a combination of all aspects in identifying the product being sold.	1) strength 2) uniqueness 3) liking	(Kotler & Armstrong, 2019)

## RESULT AND DISCUSSION

This research employs a quantitative method, an approach that utilizes numerical data to answer the research questions. Purposive sampling was used in this study. Calculating the total sample size required using the Lemeshow formula aims to ensure adequate levels of confidence and accuracy in the research results. Data collection was conducted through a questionnaire containing a series of questions designed to elicit information from respondents. The measurement scale used was an ordinal scale using the Likert scale method. Data validity was tested through validity and reliability tests. Descriptive statistical analysis was used to group data characteristics, and multiple regression analysis was used to determine the influence of each variable.

**Validity Test.** Based on the validity test shown in Table 2, the Product Quantity variable, using eight items tested on 30 respondents, was declared valid, as all questions had a calculated r value > the tabulated r value. Therefore, the eight questions used in the study are appropriate and can be used to measure Product Quality.



**Table 2.** Product Quality Validity Test

Indicator	Item	r table	r count	Information
Shape	9	0,361	0,775	Valid
	10	0,361	0,681	Valid
Resilience	11	0,361	0,487	Valid
	12	0,361	0,754	Valid
Quality of Conformance	13	0,361	0,716	Valid
	-14	0,361	0,581	Valid
Style	15	0,361	0,779	Valid
	16	0,361	0,692	Valid
Design	17	0,361	0,705	Valid
	18	0,361	0,744	Valid

Based on the validity test shown in Table 3, the Brand Image variable, using 10 questionnaire items tested on 30 respondents, was declared valid, as all questions had a calculated r value greater than the table r value. Therefore, the 10 questionnaire items used in the study were appropriate and could be used to measure Brand Image.

**Table 3.** Brand Image Validity Test

Indicator	Item	r table	r count	Information
Resilience	19	0,361	0,668	Valid
	20	0,361	0,738	Valid
Uniqueness	21	0,361	0,752	Valid
	22	0,361	0,722	Valid
Favorites	23	0,361	0,726	Valid
	24	0,361	0,775	Valid

Based on the validity test shown in Table 4, the Purchase Decision variable, using 6 questionnaire items tested on 30 respondents, was declared valid, as all questions had a calculated r value greater than the table r value. Therefore, the 6 questionnaire items used in the study were appropriate and could be used to measure Purchase Decisions.

**Table 4.** Purchase Decision Validity Test

Indicator	Item	r table	r count	Information
The determination to buy a product after knowing the product information	1	0,361	0,605	Valid
	2	0,361	0,588	Valid
Decided to purchase because I liked the product	3	0,361	0,689	Valid
	4	0,361	0,685	Valid
Make purchases according to your needs and desires	5	0,361	0,699	Valid
	6	0,361	0,753	Valid
Making purchases influenced by recommendations given by others	7	0,361	0,711	Valid
	8	0,361	0,650	Valid

**Reliability Test.** Based on Table 7, the reliability test for the questionnaires used in this study was declared reliable. All variables had Cronbach's Alpha values greater than 0.70, thus confirming the reliability of this research instrument.



**Table 5.** Reliability Test

No	Variable	Cronbah's Alpha	Minimum Cronbach's Alpha required	Information
1.	Buying decision	0,828	0,70	Reliable
2.	Product Quality	0,878	0,70	Reliable
3.	Brand Image	0, 824	0,70	Reliable

**Descriptive Statistical Analysis.** Table 8 shows that the descriptive statistical analysis results for the Product Quality variable have an average value of 35.02, with maximum and minimum values of 45 and 28, respectively. The descriptive statistical analysis results for the Brand Image variable have an average value of 21.95, with maximum and minimum values of 30 and 16, respectively. Meanwhile, the descriptive statistical analysis results for the Purchase Decision variable have an average value of 28.25, with maximum and minimum values of 20 and 39, respectively.

**Table 6.** Descriptive Statistical Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Devi ation
Buying decision	100	20	39	28.25	4.059
Product Quality	100	23	45	35.02	4.005
Brand Image	100	16	30	21.95	3.202
Valid N (lisnwise)	100				

**Normality Test.** The results of the normality test using the Kolmogorov-Smirnov test, as seen in Table 7, show an Asymp. Sig. (2-tailed) value of 0.060, which is greater than 0.05; thus, the data are considered normal and suitable for testing. Table 7: Normality Test

**Table 7.** Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandar dized Residual
Normal Parameters <sup>a,b</sup>	Mean	100
	Std. Deviation	0.0000000
		2.77279977
Most Extreme Differences	Absolute	0.087
	Positive	0.087
	Negative	-0.081
Test Statistic		0.087
Asymp. Sig. (2-tailed)		.060 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction

**Multicollinearity Test.** The multicollinearity test in Table 8 indicates acceptable values for the Product Quality and Brand Image variables. The tolerance value for the Product Quality and Brand





Image variables is 0.420. The VIF value for the Product Quality and Brand Image variables is 2.383. Therefore, it can be concluded that the VIF value for all variables used in this study is >0.10, indicating that there is no multicollinearity or intercorrelation between any of the variables. Therefore, the model and data are appropriate and in accordance with the regression equation used.

**Table 8. Multicollinearity Test**

Coefficients <sup>a</sup>		
Model	Colinearity Statistics	
	Tolerance	VIF
1 Product Quality	0.420	2.383
Brand Image	0.420	2.383

a. Dependent Variable: Buying decision

**Heteroscedasticity Test.** Table 9 shows that the heteroscedasticity test results indicate that the significance value of all variables used in this study is >0.05. Therefore, the data used in this study does not experience heteroscedasticity and is considered suitable for testing.

**Table 9. Heteroscedasticity Test**

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1.138	1.649		-0.690	0.492		
Product Quality	-0.006	0.072	-0.013	-0.086	0.931	0.420	2.383
Brand Image	0.153	0.090	0.258	1.696	0.093	0.420	2.383

a. Dependent Variable: ABS\_RES1

**Simple Regression Test (Partial).** The partial multiple regression test of the Product Quality variable on Consumer Purchasing Decisions yields a positive constant coefficient of 4.421. The coefficient value for the Product Quality variable is 0.680 (X1). The resulting formula is as follows:  $Y = 4.421 + 0.680X_1$

This indicates that an increase in Product Quality by 0.680 can increase Consumer Purchasing Decisions by 0.680. Table 12 shows that the partial t-value for the Product Quality variable is 8.970 > 1.98525, with a significance level of less than 0.05 (0.00 < 0.05). Therefore, it can be concluded that the Product Quality variable has a significant, positive partial effect on Consumer Purchasing Decisions, and  $H_a$  is accepted.

**Table 10. Partial Multiple Regression of Product Quality**

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.421	2.674		1.654	0.101		
Product Quality	0.680	0.076	0.671	8.970	0.000	1.000	1.000

a. Dependent Variable: Purchase Decision

The partial multiple regression test of the Brand Image variable on Consumer Purchasing Decisions shows a positive constant coefficient of 8.842. The coefficient value for the Brand Image variable is 0.884 (X2). The resulting formula is as follows:  $Y = 8.842 + 0.884X_2$

This indicates that an increase in Brand Image by 0.884 can increase Consumer Purchasing Decisions by 0.884. Table 13 shows that the partial t-value for the Brand Image variable is  $9.636 > 1.98525$ , with a significance level of less than 0.05 ( $0.00 < 0.05$ ). Therefore, it can be concluded that the Brand Image variable has a significant, partial positive effect on Consumer Purchasing Decisions, and  $H_a$  is accepted.

**Table 11.** Partial Multiple Regression for Brand Image

Model		Coefficients <sup>a</sup>			t	Sig.	Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients			Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	8.842	2.035		4.344	0.000		
	Brand Image	0.884	0.092	0.697	9.636	0.000	1.000	1.000

a. Dependent Variable: Purchase Decision

### Simultaneous Multiple Regression Test

**Table 12.** Simultaneous Multiple Regression

Model		Coefficients <sup>a</sup>			t	Sig.	Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients			Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	4.072	2.479		1.642	0.104		
	Product Quality	0.338	0.109	0.334	3.117	0.002	0.420	2.383
	Brand Image	0.562	0.136	0.443	4.138	0.000	0.420	2.383

a. Dependent Variable: Purchase Decision

According to the results of the multiple linear regression analysis in the table above, the formula obtained is as follows:  $Y = 4.072 + 0.338X_1 + 0.562X_2$ . The table shows that the simultaneous multiple linear regression model test indicates that:

**Product Quality.** The constant coefficient is positive, at 4.072. The regression coefficient for the Product Quality variable (X1) is 0.338. This indicates that a 0.338 increase in Product Quality results in a 0.338 increase in Consumer Purchasing Decisions (Y). Table 14 shows that the simultaneous t-value for the product quality variable is  $3.117 > 1.98525$ , with a significance value of less than 0.05 ( $0.002 < 0.05$ ), and the regression coefficient is positive. Therefore, it can be concluded that Product Quality has a significant, positive effect on Consumer Purchasing Decisions.

**Brand Image.** The constant coefficient is positive, at 4.072. The regression coefficient for the Brand Image variable (X2) is 0.562. This indicates that a 0.562 increase in Brand Image results in a 0.562 increase in Consumer Purchasing Decisions (Y). Table 16 shows that the simultaneous t-value for the price variable is  $4.138 > 1.98525$ , with a significance value of less than 0.05 ( $0.000 < 0.05$ ) and a positive regression coefficient. Therefore, it can be concluded that the Brand Image variable has a significant positive effect on Consumer Purchasing Decisions.

**Therefore,** it can be concluded that Product Quality and Brand Image simultaneously have a positive effect on Consumer Purchasing Decisions;  $H_a$  is accepted.



**Simultaneous Test (F).** Table 15 shows that the calculated f-value of 55.410 is greater than the f-value of the table ( $55.410 > 2.70$ ), with a significance level of  $0.000 < 0.05$ . This indicates that the dependent variable, Consumer Purchasing Decision (Y), is determined simultaneously by the independent variables, Product Quality and Brand Image. Therefore,  $H_a$  is accepted.

**Table 13. F Test**

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig
1 Regression	869.597	2	434.798	55.410	.000 <sup>b</sup>
Residual	761.153	97	7.847		
Total	1630.750	99			

a. Dependent Variable: Buying decision  
b. Predictors: (Constant), Brand Image, Product Quality

**Coefficient of Determination (R<sup>2</sup>).** The coefficient of determination in the R column is 0.533 (53.3%), thus concluding that the Product Quality and Brand Image variables contribute 53.3% to Consumer Purchasing Decisions. Other factors contributing to Purchasing Decisions contribute 46.7%, so  $H_a$  is accepted, and the Product Quality and Brand Image variables have a very significant impact on Consumer Purchasing Decisions.

**Table 14. R-Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. EL101 of the Es timate
1	.730 <sup>a</sup>	0.533	0.524	2 801

a. Predictors: (Constant), Brand Image, Product Quality  
b. Dependent Variable: Purchase Decision

**The Influence of Product Quality on Consumer Purchasing Decisions.** Based on the partial t-value for the Product Quality variable, it is  $10.193 > 1.98525$ , with a significance level of less than 0.05 ( $0.00 < 0.05$ ). Therefore, it can be concluded that the Product Quality variable has a significant, partial positive effect on Consumer Purchasing Decisions, thus accepting  $H_1$ . The higher the perceived quality of the product, the greater the desire to make a purchase, especially in the context of an item like coffee. Coffee quality encompasses various aspects, such as taste, aroma, freshness, and presentation. Consumers tend to prefer coffee with a rich flavor and an enticing aroma. If a coffee shop or brand is able to provide high-quality products, consumers will be more motivated to make a purchase. Furthermore, good product quality can also increase customer loyalty, as they will return to purchase coffee from the same brand due to their positive experience.

(Kapirossi & Prabowo, 2023), Their research demonstrated that Product Quality has a positive influence on Consumer Purchasing Decisions. Good product quality can increase consumer purchasing decisions; conversely, if the product quality is poor, the consumer's purchasing decision for the product will be low. (Ardiyanti et al., 2022), Product Quality has a positive effect on Consumer Purchasing Decisions; the positive influence of Product Quality can increase Consumer Purchasing Decisions. Good quality makes consumers more interested in buying a product, while poor quality can reduce consumer interest in making purchases. In line with the Theory of Reasoned Action, it explains that if buyers believe that the coffee offered is of good quality, then buyers will tend to have a positive attitude towards purchasing decisions.





**The Influence of Brand Image on Consumer Purchasing Decisions.** Based on the partial t-value for the Brand Image variable, it is  $12.023 > 1.98525$ , with a significance level of less than 0.05 ( $0.00 < 0.05$ ). Therefore, it can be concluded that the Brand Image variable has a significant, partial positive effect on Consumer Purchasing Decisions, thus accepting H2. A strong brand image for a product increases buyers' desire to make a purchase. A strong and positive brand image can create a positive perception in consumers' minds regarding the quality and value of the coffee offered. A good brand image can increase consumer trust. When consumers feel confident that a particular coffee brand has a good reputation, they are more likely to make a purchase, even without trying the product first.

(Ardiyanti et al., 2022), (Suparwi & Fitriyani, 2020) in their research stated that brand image has a positive influence on consumer purchasing decisions. Brand image can be used as a strategy to influence or persuade consumers to make purchases. A positive brand image creates positive purchasing decisions, thus increasing consumer purchasing decisions. Conversely, a negative brand image can decrease consumer purchasing decisions. A positive brand image can be built through various elements, such as product quality, customer experience, effective marketing communications, and the brand's values. When consumers feel connected to a positive brand image, they are more likely to trust the product and feel confident that it will meet their expectations. Conversely, if a negative brand image develops, the impact can be very detrimental. The Theory of Reasoned Action explains that when buyers believe that a product will meet their expectations, this in turn encourages them to make a purchase. This positive attitude arises from the belief that the product is of good quality and provides added value. However, if a negative brand image develops, the impact can be very detrimental. Consumers will tend to avoid products from that brand, doubting the quality and value offered.

**The Influence of Product Quality and Brand Image on Consumer Purchasing Decisions.** Based on the partial t-value for the Product Quality variable, it is  $4.565 > 1.98525$ , with a significance level of less than 0.05 ( $0.00 < 0.05$ ). The partial t-value for the Brand Image variable is  $6.670 > 1.98525$ , with a significance level of less than 0.05 ( $0.00 < 0.05$ ). Therefore, it can be concluded that Product Quality and Brand Image simultaneously have a significant positive effect on Consumer Purchasing Decisions, thus accepting H3. Improving coffee product quality, including aspects such as taste, aroma, and freshness, can increase consumer satisfaction and encourage purchasing decisions. On the other hand, a positive brand image, which encompasses brand reputation, values, and customer experience, plays a crucial role in shaping consumer perceptions. Coffee brands with a positive image are more likely to attract consumer attention and build trust.

(Ardiyanti et al., 2022), Explaining that product quality and brand image have a positive effect on purchasing decisions. Good product quality has been shown to encourage purchases because consumers prioritize quality, ensuring that their spending is commensurate with the results they receive, and reducing concerns about disappointment. Meanwhile, a charismatic brand image can attract buyers' attention, create a positive impression that forms the basis for purchasing decisions, and serve as an effective marketing strategy. Thus, both product quality and brand image support each other in encouraging consumers to make purchases. In line with the Theory of Reasoned Action, consumer attitudes toward a product are strongly influenced by beliefs about quality and brand image. When consumers believe that the coffee product offered is of good quality, buyers will tend to have a positive attitude toward the product.



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