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ANALYSIS OF THE INFLUENCE OF BRAND IMAGE, PRICE, SERVICE QUALITY ON PURCHASING DECISIONS BY MEDIATING CUSTOMER SATISFACTION ON DRINKS AT COFFEE SHOPS

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ABSTRACT: The purpose of this study is to determine and analyze the influence of brand image, price, and product quality on purchasing decisions by mediating customer satisfaction on drinks at Batam City coffee shops with a few respondents as many as 210 people. This research is basic research and is quantitative. Data collection techniques go through literature studies and field studies using questionnaires. Data analysis techniques are launched by managing data statistically using the help of smart PLS applications. Through the processing of data that has been done, it is found that brand image does not have a significant effect on purchasing decisions. Price has a significant influence on purchasing decisions. Service quality has a significant influence on purchasing decisions. Customer satisfaction does not have a significant effect on purchasing decisions. Brand image has a significant effect on customer satisfaction. Price has a significant effect on customer satisfaction. Service quality does not have a significant effect on customer satisfaction. Brand image cannot influence purchasing decisions mediated by customer satisfaction. Price cannot influence purchasing decisions mediated by customer satisfaction. Service quality cannot influence purchasing decisions mediated by customer satisfaction.

Keywords: Brand Image, Price, Service Quality, Customer Satisfaction.

INTRODUCTION

Coffee is one of several leading commodities to be developed in the agribusiness sector. Coffee is also the source of livelihood of more than one and a half million farmers in Indonesia (Na & Hipertensiva, n.d.). Develop the fourth largest coffee production in Indonesia in the world after Brazil, Vietnam, and Colombia. The high level of coffee production, in addition to being a source of producing farmers, but also as a source of foreign exchange income for the country. The amount of coffee exports in Indonesia according to *the International Coffee Organization* (ICO) is the second largest Indonesian coffee export after Brazil of the top five coffee consumption in the world. This

shows that the number of coffee exports in Indonesia is increasing from year to year.

In today's era, people have lifestyle habits for gathering activities in *coffee shops* or what is usually called *a café*. According to Rhenald Kasali quoted from Putri & Atmosphere, (2017) said that "for now, coffee is not only to relieve drowsiness but as part of a lifestyle that has become very popular so that *coffee shops* can be used as meeting places". This coffee *shop* phenomenon can also be called a business opportunity and makes the coffee market bigger not only on a local scale, but globally covered domestically (Sejati, 2016).

Coffee Shop is a public place that can be visited by all people from various circles and all types of ages. Each *café* provides a lot of facilities and occurs from various kinds such as unlimited internet connection, *live music*¸ and interior design that has characteristics that attract visitors to take selfies on the spot. *Coffee shop* also provides a nuance that attracts customers with its comfort, with the facilities available this of course makes customers to set their choice to make it their favorite place to spend time (Indriyanti et al., 2019). *Café* can also now be used as a place for business meetings both formally and casually, as well as a daily meal for young people to gather or do tasks.

Quoted from (Lomboan et al., 2020) Decision making is a process of unifying knowledge between two or more alternatives and then taking one of them. With the reinforcement of

statements, statements are added according to Kotler and Keller, 2008 where the purchase decision is a decision process that when you want to get what you want to buy and what you don't want to buy, some examples of factors that affect purchases are Quality of Service, *Brand Image* and price (Mawaddah & Khusaini, 2021).

Service Quality according to Kotler can be defined as actions or performance given by one person to another. At the manufacturer, quality is conformity to specifications, the manufacturer provides certain specified tolerances for the critical dimensions of each manufactured part. For consumers, quality is value, how well a product or service presents its intended purpose at the level of price consumers are willing to pay (Narotama, 2019). This has encouraged service providers to focus on providing high-quality services as it helps satisfy customers and builds customer loyalty to brands. The fundamental focus of the service management strategy seems to be meeting customer demands. The fast-food business has undergone substantial expansion due to a significant increase in the cost of living for a large percentage of the global population. *Coffee Shop* meets the definition of fast food as a restaurant or stands for it serving drinks and snacks quickly and easily. The fast-food sector is a customer-focused business that emphasizes the direct relationship between sellers and buyers. Customers have always been the most valuable

strategic resource for companies. Customers always evaluate their satisfaction in terms of quality. They also rated their satisfaction with intangible services depending on employee attitudes and service environment (Dam & Dam, 2021). To increase consumer satisfaction and customer loyalty, the fast-food sector not only produces excellent food but also improves the quality of its services to maximize customer satisfaction and customer loyalty.

In the face of an increasingly strong and fierce competitive environment, every company is required to be able to optimize its economic resources to increase the competitiveness of its products in the market, as well as being able to formulate a series of effective marketing strategies and always develop these marketing strategies continuously and sustainably so that they can become the hallmark of a company. This is done as an effort to gain a competitive advantage against competing companies. To survive and develop, business managers are required to be able to create competitive advantages over service quality, brand trust to satisfy customers and face competition in this business. If these demands are not met, then this business will not survive. When opening a new business, people must build a character that consumers will never forget. Such as how we must provide good quality service, create brand trust so that consumers believe in the brand, and how we make these

customers loyal. Businesspeople or entrepreneurs who try to provide good quality service to their customers, their customers also do not miss the *Coffee shop*. This is all meant to be able to make consumers feel valued and make consumers not think twice about visiting Starbucks. The quality of a particular company or institution is usually determined by how a company meets customer wants or needs. A company that satisfies most of the needs of its customers over time is called a quality company. The point is that when we look at a company, we see how the reality seen by consumers is adjusted to consumer expectations (Sitinjak, Rakhman, Sitinjak, Brastoro, & Bernadine, 2022).

They will also recommend the brand to everyone, and the revenue of the business will continue to increase. To keep businesses running and revenues increasing, they must maintain customer satisfaction by measuring their customers' buying patterns over time (Abu-Alhaija, Yusof, Hashim, & Jaharuddin, 2019). Customer satisfaction plays an important role as they help businesses to run the business smoothly over a longer period. Customer satisfaction in getting the right products and services will also generate decent revenue for the organization and can provide business opportunities to expand worldwide (Yussof & Nayan, 2020).

METHOD

Quantitative research used in this study is an approach that explains and explains an object in society. Quantitative research is a research activity in which the data processed is in the form of numbers or numbers. As the name suggests, the processed data is calculated by mathematical and statistical formulas. Quantitative research serves so that a problem can be found the answer. Problems cannot be obtained casually; therefore, problems need to be explored by finding reliable facts. For the problem to be found, researchers need to understand the theory and find references that fit the problem.

In this study using data sources, namely in the form of primary data. Primary data is obtained directly by researchers from informants who have this information. This study uses *non-probability purposive sampling* where the sampling technique does not provide equal opportunities or opportunities for every member of the population to be able to participate in being part of the sample. The technique used is a questionnaire. Based on this limitation, the size / number of this population cannot be known with certainty so that a sample of 210 respondents was obtained.

RESULT AND DISCUSSION
Features Of Respondent

Based on the data processing carried out can be explained statically based on four characteristics assessed, namely gender, age, occupation, and income. A total of 210 questionnaires have been distributed online through *Google Form*. Most respondents are vulnerable men aged 17 – 30 years who have jobs as private employees and have an average income of around Rp 1,000,000 – Rp 5,000,0000.

Test Validity and Reliability

The validity of each construct is tested with Average Variance Extracted (AVE), a construct with good validity if it is more than 0.5. From the results of the validity testing process using the loading factor obtained, all question items meet the recommended value, so that the indicators used to measure the variables of this study are valid.

Table 1. Validation Test Results

Variabel	Average Variance Extracted (AVE)	Conclusion
Brand Image	0.768	*Valid*
Price	0.647	*Valid*
Customer	0.5	*Valid*

Satisfaction	30	
Purchase Decision	0.6 96	*Valid*
Service Quality	0.5 52	*Valid*

Source: Primary data processed (2023)

Table 2. Reliability Test Results

Variabel	Reliability Composite	Conclusion
Brand Image	0.848	*Reliable*
Customer Satisfaction	0.725	*Reliable*
Price	0.644	*Reliable*
Purchase Decision	0.783	*Reliable*
Service Quality	0.212	*Not Reliable*

Source: Primary data processed (2023)

Based on the table above, the *value of composite reliable* there are variables that are more than 0.6 and there are variables that are less than 0.6. Thus, the results of reliability tests on these variables are reliable and some are not reliable.

Direct Influence

Table 3. Direct Influence

X → Y (c) / *Direct*	T statistic	P Values	Conclusion
BI -> PD	0.780	0.435	Rejected
P -> PD	3.211	0.004	Accepted
SQ -> PD	2.511	0.012	Accepted
CS -> PD	1.292	0.197	Rejected
BI -> CS	3.771	0.000	Accepted
P -> CS	7.454	0.000	Accepted
SQ-> CS	0.221	0.825	Rejected

Source: Primary data processed (2023)

From the results of testing the hypothesis of the influence of *Brand Image* on *Purchase Decision,* a T-Statistic value of 0.780 and P-Values of 0.435 were obtained. This means that Brand *Image* directly has an insignificant effect on *Purchase Decisions* on drinks in coffee shops. These results are in line with research from (Mawaddah & Khusaini, 2021) that *Brand Image* does not influence Purchase decisions.

From the results of the hypothesis test regarding the effect of *Price on Purchase Decision,* it was found that the T-Statistic value of 3.211 and P-Values 0.004 means, directly *Price* has a significant

influence on *Purchase* Decision *on* drinks in Batam coffee shops. This is in line with research (Siregar et al., 2022), (Zakhra et al., 2023), (Lionarto et al., 2022), (Dyatmika & Firdaus, 2021), (Ichlasul Naufal Hakim & Imam Nuryanto, 2021), (Ners et al., 2021) that *Price* influences the *Purchase Decision*.

From the results of the hypothesis test regarding the impact *of Service Quality* on *Purchase Decisions,* it has a T-Statisctic value of 2.511 and a P-Values of 0.012 which means that these values are in accordance with the significant provisions of structural model tests. This is in line with research from (Mawaddah & Khusaini, 2021), (Zakhra et al., 2023), (Melly anggraeni & Sujianto, 2022), (Manggala & Adirinekso, 2022), (Dyatmika & Firdaus, 2021), (Nurhikmah et al., 2023), (Agustina et al., 2020), (Prianggoro & Sitio, 2020) that *Service Quality* influences purchasing decisions.

From the results of testing the hypothesis of the influence of *Customer Satisfaction* on *Purchase Decision,* a T-Statistic value of 1.292 and P-Values of 0.197 were obtained. This means that directly *Customer Satisfaction* has an insignificant effect on *Purchase Decisions* on drinks in coffee shops. These results are not in line with research from (Lionarto et al., 2022), (Dwiganjar et al., 2018), (Putranto et al., 2023), (Ilham Ilham et al., 2023), (Akbar & Nurcholis, 2020).

From the results of the hypothesis test regarding the influence of *Brand Image on Customer Satisfaction,* it was found that the T-Statistic value of 3,771

and P-Values of 0,000 means, directly *Brand Image* has a significant influence on *Customer Satisfaction* in   drinks in coffee shops in Batam. This is in line with research (Kuswibowo Christian,Tyasti Avia Enggar, 2020), (Dwiganjar et al., 2018) (Putranto et al., 2023), (Management et al., 2020) that *Brand Image* affects customer satisfaction.

From the results of the hypothesis test regarding the impact of *Price* on *Customer Satisfaction,* it has a T-Statisctic value of 7.454 and P-Values of 0.000 which means that these values are in accordance with the significant provisions of the structural model test. This is in line with research from (Soekotjo & Astuti, 2020), (Capriati, 2023), (Widyawati & Puspitaningtyas Faeni, 2021), (Asti & Ayuningtyas, 2020), (Muzaki et al., 2022), (Saipuloh & Surono, 2023), (Niko Saputra1, Jonatan Boyke A2 & 3, 2023), that *Price* affects customer satisfaction.

From the results of testing the hypothesis of the effect of *Service Quality* on *Customer Satisfaction,* a T-Statistic value of 0.221 and P-Values of 0.825 were obtained. This means that Service *Quality directly* has an insignificant effect on *Customer Satisfaction* in drinks at the coffee shop. These results are in line with research from (Widyawati & Puspitaningtyas Faeni, 2021), (Ilham Ilham et al., 2023), (Niko Saputra1, Jonatan Boyke A2 & 3, 2023) that *Service Quality* does not affect customer satisfaction.

Indirect influence

Table 4. Indirect influence

JX → Y (c) / *Indirect*	T Statistic	P Values	Conclusion
Brand Image -> Customer Satisfaction-> Purchase Decision	1.213	0.226	Rejected
Price -> Customer Satisfaction -> Purchase Decision	1.265	0.206	Rejected
Service Quality -> Customer Satisfaction-> Purchase Decision	0.167	0.167	Rejected

From the test results, it was found that there was no influence *of Brand Image* on *Purchase Decisions* mediated by *Customer Satisfaction.* The T-Statistic value is 1.213 and the P-Values are 0.226. This means that indirectly *Brand Image* does not have a significant effect on the *Purchase Decision* mediated by *Customer Satisfaction* on drinks at coffee shops in Batam. This is not in line with research (Dwiganjar et al., 2018), (Putranto et al., 2023).

From the test results, it was found that there was no effect *of Price* on *Purchase Decisions* mediated by *Customer Satisfaction.* The T-Statistic value is 1.265 and the P-Values are 0.206. This means that these values do not conform to the significant test provisions of the structural model. This is in line with research (Lionarto et al., 2022), (Akbar & Nurcholis, 2020).

From the test results, it was found that there was no effect *of Service Quality* on *Purchase Decisions* mediated by *Customer Satisfaction.* The T-Statistic value is 0.167 and the P-Values are 0.167. This means that these values do not conform to the significant test provisions of the structural model. This is in line with research from (Ilham Ilham et al., 2023).

CONCLUSION

The conclusions obtained based on the results of the study are: 1. The results of hypothesis testing show that it turns out that there is no significant effect between *the Brand Image* variable and the *Purchase Decision variable*. 2. The results of hypothesis testing show that it turns out to have a significant effect between *the Price* variable and the *Purchase Decision variable*. 3. The results of hypothesis testing show that it turns out to have a significant effect between *the Service Quality* variable and the *Purchase Decision variable*. 4. The results of hypothesis testing show that it turns out that there is no significant effect between *the Customer Satisfaction* variable and the *Purchase Decision variable*. 5. The results of hypothesis testing show that it turns out to have a significant effect between *the Brand Image* variable and the

Customer Satisfaction variable. 6. The results of hypothesis testing show that it turns out to have a significant effect between *the Price* variable and the *Customer Satisfaction variable.* 7. The results of hypothesis testing show that it turns out that there is no significant effect between *the Service Quality* variable and the *Customer Satisfaction variable.* 8. The results of hypothesis testing show that it turns out that the effect of *Customer Satisfaction* mediation in the relationship of *Brand Image variables* to Purchase Decision variables. 9. The results of hypothesis testing show that it turns out that the effect of *Customer Satisfaction* mediation in the relationship of *the Price* variable to the *Purchase Decision variable.* 10. The results of hypothesis testing show that it turns out that the effect is not significant, the effect *of Customer Satisfaction* mediation in the relationship *of Service Quality* variables to Purchase *Decision variables.*

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