JRSSEM 2025, Vol. 04, No. 10, 1375 – 1394
E-ISSN: 2807 - 6311, P-ISSN: 2807 - 6494

THE EFFECT OF PRICE AND PRODUCT QUALITY ON PURCHASE DECISIONS WITH BRAND IMAGE AS AN INTERVENING VARIABLE IN THE LAHAT COFFEE MONOLOGUE PRODUCT

Ade Tiara Febrina, Ahmad Maulana, Aslamia Rosa
Universitas Sriwijaya, Indonesia
[*]Email : atfebryna@gmail.com

Abstract. The coffee shop industry in Indonesia has experienced rapid growth in recent years, with coffee becoming a staple beverage among diverse consumer groups. Monolog Coffee, located in Lahat Regency, represents a modern coffee shop that adopts both online and offline sales models. This research aims to analyze the influence of price and product quality on purchasing decisions, with brand image as an intervening variable. Using a quantitative approach and Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) method, this study surveyed 100 Monolog Coffee consumers through questionnaires. The results reveal that price and product quality significantly affect brand image. Furthermore, price has a significant impact on purchasing decisions, while product quality does not show a direct influence on purchase decisions. Notably, brand image significantly mediates the relationship between the independent variables and purchasing decisions. These findings suggest that Monolog Coffee's efforts to enhance its brand image through pricing strategy and product quality are effective in shaping customer behavior. The implication of this research is that small and medium-sized enterprises (SMEs) in the coffee industry should prioritize building a strong brand image as a strategic mediator to drive consumer loyalty and purchasing decisions. Future studies are encouraged to explore additional mediators such as customer satisfaction or digital engagement to deepen the understanding of consumer behavior in the coffee shop sector.

Keywords: brand image, price, product quality, purchasing decision, Monolog Coffee

INTRODUCTION

Currently, the coffee shop business is one of the culinary businesses that is very crowded and grows significantly every year. Coffee is becoming a very popular beverage in the world. There are even some countries where people like it so much, that it is recorded as the largest coffee consumer (Ahmad Hidayat et al., 2022; CHRISTANTYO & SHIRATINA, 2023; Joesyiana et al., 2021; Lee et al., 2018; Suarez et al., 2017).

According to data from the International Coffee Organization (ICO), global coffee consumption during the 2020–2021 period increased by 1.3% from 164.2 million 60 kg bags in the previous period. Indonesia ranks fifth with the consumption of 5 million 60 kg bags, with an increase of 1.3% from the previous period of 164.2 million 60 kg bags.

This amount increased by 4.04% from 4.81 million 60 kg bags in the previous period. In addition, Indonesia's coffee consumption in 2020 and 2021 reached a record high in the last ten years. South Sumatra itself ranks at the top as the largest coffee producer in Indonesia which reached 201,400 tons in 2021 with coffee planting areas in Pagar Alam, Lahat, Muara Enim, Empat Lawang, Ogan Komering Ulu, and Musi Rawas.

Monolog coffee is one of the coffee shops established in Lahat Regency in 2020. Monolog Coffee is located on Jalan Letnan Amir Hamzah I No. 45 Kec. Monolog Coffee set up a shop with a minimalist concept and limited seating so that it doesn't require too much labor

Doi: 10.59141/jrssem.v4i10.849

and a large space. Monolog Coffee accepts online and offline purchases, consumers do not have to come to the location because they can also go through the GrabFood application. Different from the habit of Indonesian people who come to coffee shops to hang out or just sit while enjoying coffee and spend their time at coffee shops, Monolog Coffee consumers consume coffee only to meet the needs of caffeine in the body or just to enjoy coffee which they can buy take away or online.

Kotler & Amstrong (2014) show that consumer decision-making behavior focuses on the process of purchasing goods and services by end customers, both personal and household. Consumer behavior involves exchange, whereas a purchase decision is a consumer's action to purchase a product. Therefore, the process of consumer purchase decision-making is the process of choosing one of several options to solve the problem with the actual consequences. Product quality, brand image, and price are some of the factors that can influence a buyer's decision.

According to Keller (Kussudyarsana & Irawati, 2018), brand image is defined as the perception or relationship that customers have with a product based on their memories of it. This is one of the very important components in making a purchase decision. One strategy to compete is to build a positive brand image. According to Handrianti (2018), a trademark can be described as a name, term, mark, symbol, design, or a combination of all of these that are used to mark goods or services sold by a seller or group of sellers and distinguish them from competitors. According to Kotler & Amstrong (2014), brand perception is a relatively consistent perception, which is formed through experience. Brand image measurement is strongly correlated with customer loyalty, and the measurement from new customer to loyal customer is an important component of this process. As stated by Pradana (2019), brand image can have a positive or negative impact depending on how a person sees the brand. According to Firmansyah (2018), brand image is the perception, belief, and preference for a brand that comes from previous experience with the brand.

For a brand, having a good image will make it easier for potential consumers to make their choice. Forming a coffee shop brand image is not only from the taste of good coffee, it can also be due to location, service, price, product quality and so on. One of the strategies carried out, Monolog Coffee usually conducts promotions in the form of giving discounts through online purchases, events, or advertisements on social media.

To balance the brand image that has been built through promotional activities, Monolog Coffee needs to prove the brand image that has been embedded in consumers by improving and maintaining product quality. Product quality is the second factor that can influence a consumer's purchasing decision. Product quality refers to the manufacturer's understanding of what they can offer to achieve the company's goals through the fulfillment of customer needs and desires according to the company's capabilities and capacity, as well as market purchasing power. In other words, the extent to which a product can provide satisfaction to its users is an indicator of product quality. Product quality, according to Astuti Miguna and Matondang Nurhafifah (2020), is everything that can be offered by producers that can be noticed, used, bought, and consumed by producers and consumers according to their needs.

Price is another factor that can influence a buyer's decision in addition to brand image and product quality. According to Kotler and Armstrong (2018), price in a narrow sense refers to the amount of money paid to get a product, be it goods or services. On the other hand, price in a broad sense refers to the amount of value provided by the customer, which is made up of various elements, to get the benefits and advantages of owning or using the product. Zulkarnaen and Amin (2018) found that marketing managers often use prices to increase sales.

When they make a purchase, customers sometimes look for goods and services at a price they deem decent. An appropriate price indicates that the value contained in the product is proportional to its price. Customers believe that expensive products show high quality, while cheap products show low quality.

Research on similar variables has been carried out extensively. Research from Fathorrahman (2021) show the results that brand image has a positive and significant effect on purchasing decisions. Kadek, Made & Lies (2022) show that price has a positive and significant effect on purchasing decisions. The results of different studies are shown in a study conducted by Janes & Zulfitri (2021) who showed the results that price has a positive and insignificant effect on purchasing decisions. Novita, Karta & Fanus (2021) showed results that product quality has a positive and significant effect on purchasing decisions. The results of different studies are shown in a study conducted by Rega, Fauzan & Nawangsih (2019) which showed that product quality had a positive and insignificant effect on purchase decisions.

Brand image plays an important role in determining the success of a coffee shop. A product or service that has a good brand image will increase consumer perception of the price and quality of the product and then influence consumers to make a purchase decision. Based on this, the researcher tries to make brand image as an intervening variable.

Previous studies have extensively explored the impact of price, product quality, and brand image on purchasing decisions. For instance, Fathorrahman (2021) found that brand image significantly influences purchasing decisions in the coffee shop industry. Similarly, Novita, Karta, and Fanus (2021) demonstrated that product quality has a positive effect on purchasing decisions. However, there is a scarcity of research focusing on the mediating role of brand image in the relationship between price, product quality, and purchasing decisions, particularly in the context of coffee shops in smaller regions like Lahat. This study addresses this gap by examining how brand image mediates the influence of price and product quality on purchasing decisions at Monolog Coffee Lahat, thereby providing new insights into consumer behavior in this specific market segment.

The primary objectives of this study are to: (1) analyze the effect of price on the brand image of Monolog Coffee Lahat products; (2) examine the impact of product quality on the brand image; (3) assess the influence of price on purchasing decisions; (4) evaluate the effect of product quality on purchasing decisions; and (5) determine the role of brand image in mediating the relationship between price, product quality, and purchasing decisions. The findings are expected to provide valuable insights for business owners and marketers in the coffee shop industry, particularly in similar regional markets, to develop effective strategies that enhance brand image and influence consumer purchasing behavior through optimal pricing and product quality.

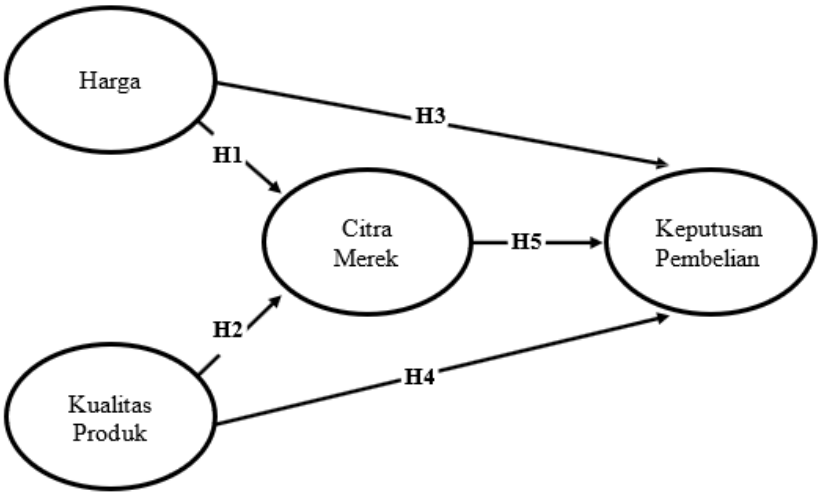

Figure 1. Research Hypotheses

Based on the formulation of the problem, the purpose of the research and the relationship between variables, a hypothesis can be drawn from this study, namely:
H1: Price has a significant effect on the brand image of Monolog Coffee Lahat products.
H2: Product quality has a significant effect on the brand image of Monolog Coffee Lahat products.
H3: Price has a significant effect on the purchase decision of the Lahat coffee monologue product.
H4: Product quality has a significant effect on the purchase decision of Monolog Coffee Lahat products.
H5: Brand Image has a significant effect on the purchase decision of Monolog Coffee Lahat products.

MATERIALS AND METHODS

This research employs a survey method with a quantitative methodology. According to P. Sugiyono (2019), says that quantitative research employing the philosophy of positivism is used to investigate particular populations or samples, gather data via research instruments, and statistically or mathematically examine data to check predetermined hypotheses. Used to gather data on beliefs, attitudes, traits, behaviors, and correlations between variables in a particular population (S. Sugiyono, 2017). In this study, only independent variables (independent variables) are researched, namely product quality and price, while the bound variable (dependent variable) is the purchase decision, and brand image is used as a mediating variable (intervening variable). Sugiyono (2020) states that population is a generalized area consisting of objects or subjects that have certain qualities and characteristics that have been determined by the researcher to be studied and then conclusions are drawn from the research. The population in this study is all customers of Monolog Coffee in Lahat during 2024. According to (Hair et al., 2020), there are several things that can be used as a guideline in determining sample size in SEM (Structural Equation Modeling) analysis, namely:

1) For maximum likelihood (ML) estimating approach, the sample size ranges from 100 to 200.
2) Depending on the number of estimated variables. Five to ten times the projected count of parameters is the guide.
3) Depending on the number of indicators employed in all the formation's variables. Multiplying 5 to 10 times the number of markers of the generated variables yields the

number of samples. The sample size is between 100–200 if 20 indicators are present.
4) The researcher can select a particular estimating approach if the sample is quite large.

Therefore, the sampling used in this study will be adjusted based on the theory of Hair, et al. (2010) above in the first point of the provision of a sample size of 100-200 for the ML estimation technique. So this study will use a sample of 200 respondents. In this study, the researcher used a non-probability sampling technique. Sugiyono (2020) states that sampling without possibility is a way of sampling where every individual in the population does not have the same opportunity or opportunity to be sampled. The advantage of non-probability sampling is that it is easy to use when there is no sampling frame and can be used when the population is widespread.

According to Sugiyono (2020), the incidental sampling method was used in this study. This means that the sample was taken by chance or incidental, or anyone who met the researcher could be considered a sample and if the individual who met was considered appropriate as a data source. The type of data used in this study is quantitative data. According to Kuncoro (2021), quantitative data is data that can be measured and calculated directly, regarding information or explanations in the form of numbers or statistics. Malholtra (2014) said that primary data is data collected directly by researchers to solve a specific problem. To obtain primary data, the author distributed a questionnaire to respondents to Monolog Coffee Lahat consumers. According to Malholtra (2014), secondary data in this study is evidence, records, or reports compiled in published archives. In addition, this data is used to support initial information obtained from sources such as literature, literature materials, previous research, books, and others.

The method of gathering data in this research involves utilizing a questionnaire. A questionnaire serves as a tool for research that consists of a series of questions aimed at collecting information from various participants (individuals whose data is gathered through the questionnaires). It can be thought of as a written form of interview since it consists of a sequence of written inquiries directed to the participant, who completes it personally. The study employs a 5-point Likert scale for measurement.

Research instruments are basically tools used to collect data in research. The type of instrument used in this study is a questionnaire or questionnaire. Questionnaires are research instruments that are generally used for research with a quantitative approach that contains questions that are arranged in such a way about research variables. The SPSS Amos software is used to perform data analysis. Amos is one of the effective Structural Equation Modeling (SEM) solution methods compared to other SEM methods. Structural Equation Modeling (SEM) is a statistical model that provides an approximate calculation of the strength of hypothetical relationships between variables in a theoretical model either directly or through intermediate variables, SEM is also more flexible for research that connects theory and data. In addition, samples don't need to be large; The data does not need to be a multivariate normal distribution, which means indicators with a category, ordinal, or interval scale can be used on the same model(Ghozali & Latan, 2015)

In this study, there are four latent variables formed by reflexive indicators, and the variables are measured through the reflexive factor approach of the second sequence. As a result, covariance-based SEM cannot achieve this goal. According to the reflexive model, indicators are influenced by latent constructs or variables, where the direction of the causality relationship of the construct to the indicator or manifest. Therefore, it is necessary to confirm the relationship between latent variables. The repeated indicators method, also known as the hierarchical component model, is used to analyze the factors of both sequences. Although this

method repeats the number of manifest variables or indicators, it has the advantage that the model can be estimated with a regular PLS algorithm (Ghozali, 2021).

RESULTS AND DISCUSSION

Overview of Research Objects

Monolog coffee is one of the coffee shops established in Lahat Regency in 2020. Monolog Coffee is located on Jalan Letnan Amir Hamzah I No. 45 Kec. Monolog Coffee established a shop with a minimalist concept. Monolog Coffee accepts both online and offline purchases. Monolog Coffee's operating hours are daily from 08:00 WIB – 23:00 WIB.

Monologue Coffee stands as simple as the owner who likes to drink coffee, but is not satisfied with the taste of various kinds of coffee in Lahat at that time. Initially, the coffee used was instant coffee. After a few moments of standing, the owner received advice from fellow coffee activists that to produce a distinctive and delicious coffee taste, they had to use selected coffee beans. Finally, until now, Monolog Coffee has consistently used selected coffee bean bases. In 2022, the owner who turned out to be a hobby of baking began to try to serve his homemade products. Starting from desserts, bread, pastries, and various other snacks that have been very well received by consumers until nowi.

Anaisis data

Descriptive analysis

To find out the distribution of answers to the measured concepts by paying attention to the tendency of the respondents' answers for each variable. Descriptive statistics in this study provide an overview or description of the data seen with the mean value, standard deviation, maximum and minimum, to provide an overview of the distribution and behavior of the sample data.

Table 1. Classification of Respondent Response Scores

No	% Skor	Criteria
1	20.00-36.00	Very Poor/Very Low
2	36.02-52.00	Poor/Low
3	52.01-68.00	Quite Good/Average
4	68.01-84.00	Good/High
5	84.01-100.00	Very Good/Very High

Source: sugiyono, 2019

Analysis of the frequency distribution of price variables

The following is a test table of frequency statistical analysis for the price variable

Table 2. Distribution of Respondent Response Frequency on Price Variables

Question	Frequency of Responses										Total 4+5 (%)	Information
	STS	%	TS	%	N	%	S	%	SS	%		
HG1	5	2.5	15	7.5	19	9.5	87	43.5	74	37	80.5	Good
HG2	8	4	7	3.5	17	8.5	94	47	74	37	80	Good
HG3	8	4	10	5	19	9.5	104	52	59	29.5	81.5	Good
HG4	8	4	13	6.5	11	5.5	99	49.5	69	34.5	84	Good
HG5	6	3	11	5.5	17	8.5	98	49	68	34	83	Good
HG6	5	2.5	10	5	13	6.5	95	47.5	77	38.5	86	Excellent
HG7	3	1.5	18	9	13	6.5	102	51	64	32	83	Good
HG8	7	3.5	9	4.5	17	8.5	63	31.5	104	52	83.5	Good

HG9	4	2	13	6.5	20	10	86	43	77	38.5	81.5	Good

Source: research data processing, 2025

Based on table 2, the results of the distribution of respondents' responses to the price variable statement (X1) consist of 9 questions. The respondents' responses to question 1 (HG1) showed an average of 2.5% strongly disagree (STS), 7.5% disagree (TS), 9.5% neutral (N), 43.5% agree (S), and strongly agree (SS) 37%. The respondents' responses to question 2 (HG2) showed an average of 4 strongly disagree (STS), 3.5 disagree (TS), neutral (N) 8.5%, agree (S) 47%, and strongly agree (SS) 37%. The respondents' responses to question 3 (HG3) showed an average of 4% strongly disagree (STS), 5% disagree (TS), 9.5% neutral (N), 52% agree (S), and 29.5% strongly agree (SS).

The respondents' responses to question 4 (HG4) showed that the average answer was strongly disagree (STS) by 4%, disagreed (TS) by 6.5%, neutral (N) by 5.5%, agree (S) by 49.5%, and strongly agree (SS) by 34.5%. Respondents' responses to question 5 (HG5) showed an average of 3% strongly disagree (STS), 5.5% disagree (TS), 8.5% neutral (N), 49% agree (S), and 34% strongly agree (SS). Respondents' responses to question 6 (HG6) showed an average of 2.5% strongly disagree (STS), 5% disagree (TS), 6.5% neutral (N), 47.5% agree (S), and strongly agree (SS) 38.5%.

The respondents' responses to question 7 (HG7) showed an average of 1.5% strongly disagree (STS), 9% disagree (TS), 6.5% neutral (N), 51% agree (S), and strongly agree (SS) 32%. Respondents' responses to question 8 (HG8) showed an average of 3.5% strongly disagree (STS), 4.5% disagree (TS), 8.5% neutral (N), 31.5% agree (S), and strongly agree (SS) 52%. Respondents' responses to question 9 (HG9) showed an average of 2 strongly disagree (STS), 6.5 disagree (TS), neutral (N) 10%, agree (S) 43%, and strongly agree (SS) 38.5%.

Variable frequency distribution analysis Product Quality

The following is a test table of frequency statistical analysis for the Product Quality variable

Table 3. Distribution of Respondent Response Frequency on Product Quality Variables

Question	Frequency of Responses										Total 4+5 (%)	Information
	STS	%	TS	%	N	%	S	%	SS	%		
KL1	3	1.5	10	5	31	15.5	93	46.5	63	31.5	78	Good
KL2	3	1.5	15	7.5	30	15	79	39.5	73	36.5	76	Good
KL3	6	3	13	6.5	24	12	77	38.5	80	40	78.5	Good
KL4	5	2.5	17	8.5	27	13.5	77	38.5	74	37	75.5	Good
KL5	3	1.5	9	4.5	37	18.5	78	39	73	36.5	75.5	Good
KL6	1	0.5	15	7.5	33	16.5	104	52	47	23.5	75.5	Good
KL7	1	0.5	20	10	26	13	71	35.5	82	41	76.5	Good
KL8	2	1	15	7.5	37	18.5	78	39	68	34	73	Good
KL9	0	0	14	7	37	18.5	85	42.5	64	32	74.5	Good
KL10	10	5	10	5	29	14.5	80	40	71	35.5	75.5	Good
KL11	1	0.5	24	12	30	15	108	54	37	18.5	72.5	Good

Source: research data processing, 2024

Based on table 3, the results of the distribution of respondents' responses to the Product Quality variable statement (X2) consist of 11 questions. The respondents' responses to question 1 (KL1) showed an average of 1.5% strongly disagree (STS), 5% disagree (TS), 15.5% neutral (N), 46.5% agree (S), and strongly agree (SS) 31.5%. The respondents' responses to question 2 (KL2) showed an average of 1.5% strongly disagree (STS), 7.5% disagree (TS), 15% neutral (N), 39.5% agree (S), and strongly agree (SS) 36.5%. The respondents' responses to question 3 (KL3) showed an average of 3 strongly disagree (STS), 6.5 disagree (TS), 12 neutral (N), 38.5% agree (S), and strongly agree (SS) 40%. The respondents' responses to question 4 (KL4) showed an average of 2.5% strongly disagree (STS), 8.5% disagree (TS), 13.5% neutral (N), 38.5% agree (S), and strongly agree (SS) 37%.

The respondents' responses to question 5 (KL5) showed an average of 1.5% strongly disagree (STS), 4.5% disagree (TS), 18.5% neutral (N), 39% agree (S), and strongly agree (SS) 36.5%. The respondents' responses to question 6 (KL6) showed an average of 0.5% strongly disagree (STS), 7.5% disagree (TS), 16.5% neutral (N), 52% agree (S), and strongly agree (SS) 23.5%. The respondents' responses to question 7 (KL7) showed an average of 0.5% strongly disagree (STS), 10% disagree (TS), neutral (N) 13%, agree (S) 35.5%, and strongly agree (SS) 41%. The respondents' responses to question 8 (KL8) showed an average of 1% strongly disagree (STS), 7.5% disagree (TS), neutral (N) 18.5%, agree (S) 39%, and strongly agree (SS) 34%.

The respondents' responses to question 9 (KL9) showed that the average answer was strongly disagree (STS) by 0%, disagree (TS) by 7%, neutral (N) by 18.5%, agree (S) by 42.5%, and strongly agree (SS) by 32%. The respondents' responses to question 10 (KL10) showed an average of 5% strongly disagree (STS), 5% disagree (TS), 14.5% neutral (N), 40% agree (S), and 35.5% strongly agree (SS). The respondents' responses to question 11 (KL11) showed an average of 0.5% strongly disagree (STS), 12% disagree (TS), 15% neutral (N), 54% agree (S), and 18.5% strongly agree (SS).

Variable frequency distribution analysis of Brand Image

The following is a test table of frequency statistical analysis for the Brand Image variable

Table 4. Distribution of Respondent Response Frequency on Brand Image Variables

Question	Frequency of Responses										Total 4+5 (%)	Information
	STS	%	TS	%	N	%	S	%	SS	%		
BIM1	13	6.5	8	4	20	10	103	51.5	56	28	79.5	Good
BIM2	4	2	19	9.5	16	8	102	51	59	29.5	80.5	Good
BIM3	5	2.5	10	5	28	14	102	51	55	27.5	78.5	Good
BIM4	5	2.5	10	5	28	14	53	26.5	104	52	78.5	Good
BIM5	4	2	4	2	42	21	80	40	70	35	75	Good
BIM6	3	1.5	13	6.5	33	16.5	69	34.5	82	41	76.5	Good
BIM7	1	0.5	23	11.5	20	10	107	53.5	49	24.5	78	Good

Source: research data processing, 2024

Based on table 4, the results of the distribution of respondents' responses to the Brand Image variable statement consist of 7 questions. The respondents' responses to question 1 (BIM1) showed an average of 6.5% strongly disagree (STS), 4% disagree

(TS), 10% neutral (N), 51.5% agree (S), and strongly agree (SS) 28%. The respondents' responses to question 2 (BIM2) showed that the average answer was strongly disagree (STS) by 2%, disagree (TS) by 9.5%, neutral (N) by 8%, agree (S) by 51%, and strongly agree (SS) by 28%. The respondents' responses to question 3 (BIM3) showed an average of 2.5% strongly disagree (STS), 5% disagree (TS), 14% neutral (N), 51% agree (S), and strongly agree (SS) 27.5%. The respondents' responses to question 4 (BIM4) showed an average of 2.5% strongly disagree (STS), 5% disagree (TS), 14% neutral (N), 26.5% agree (S), and 52% strongly agree (SS). The respondents' responses to question 5 (BIM5) showed that the average answer was strongly disagree (STS) by 2%, disagree (TS) by 2%, neutral (N) by 21%, agree (S) by 40%, and strongly agree (SS) by 35%. The respondents' responses to question 6 (BIM6) showed an average of 1.5% strongly disagree (STS), 6.5% disagree (TS), 16.5% neutral (N), 34.5% agree (S), and strongly agree (SS) 41%. The respondents' responses to question 7 (BIM7) showed an average of 0.5% strongly disagree (STS), 11.5% disagree (TS), 10% neutral (N), 53.5% agree (S), and strongly agree (SS) 24.5%.

Analysis of the frequency distribution of the Purchase Decision variable

The following is a test table of frequency statistical analysis for the Purchase Decision variable

Table 5. Distribution of the frequency of respondents' responses to purchase decisions

Question	Frequency of Responses										Total 4+5 (%)	Information
	STS	%	TS	%	N	%	S	%	SS	%		
KP1	5	2.5	7	3.5	41	20.5	76	38	71	35.5	73.5	Good
KP2	1	0.5	21	10.5	27	13.5	88	44	63	31.5	75	Good
KP3	6	3	6	3	38	19	93	46.5	57	28.5	75	Good
KP4	2	1	21	10.5	30	15	86	43	61	30.5	73.5	Good
KP5	6	3	15	7.5	27	13.5	112	56	40	20	76	Good
KP6	3	1.5	27	13.5	17	8.5	111	55.5	42	21	76.5	Good
KP7	8	4	14	7	24	12	101	50.5	53	26.5	77	Good
KP8	3	1.5	15	7.5	28	14	56	28	98	49	77	Good
KP9	3	1.5	21	10.5	15	7.5	108	54	53	26.5	80.5	Good
KP10	7	3.5	16	8	14	7	97	48.5	66	33	81.5	Good
KP11	4	2	20	10	16	8	95	47.5	65	32.5	80	Good

Source: research data processing, 2024

Based on table 5, the results of the distribution of respondents' responses to the Purchase Decision variable statement consist of 11 questions. The respondents' responses to question 1 (KP1) showed that the average answer was strongly disagree (STS) by 2.5%, disagree (TS) by 3.5%, neutral (N) by 20.5%, agree (S) by 38%, and strongly agree (SS) by 35.5%. The respondents' responses to question 2 (KP2) showed an average of 0.5% strongly disagree (STS), 10.5% disagree (TS), 13.5% neutral (N), 44% agree (S), and strongly agree (SS) 31.5%. The respondents' responses to question 3 (KP3) showed an average of 3% strongly disagree (STS), 3% disagree (TS), 19% neutral (N), 46.5% agree (S), and strongly agree (SS) 28.5%. The respondents' responses to question 4 (KP4) showed an average of 1% strongly disagree (STS), 10.5% disagree

(TS), 15% neutral (N), 43% agree (S), and strongly agree (SS) 30.5%.

The respondents' responses to question 5 (KP5) showed an average of 3 strongly disagree (STS), 7.5 disagree (TS), neutral (N) 13.5%, agree (S) 56%, and strongly agree (SS) 20%. The respondents' responses to question 6 (KP6) showed that the average answer was strongly disagree (STS) by 1.5%, disagree (TS) by 13.5%, neutral (N) by 8.5%, agree (S) by 55.5%, and strongly agree (SS) by 21%. The respondents' responses to question 7 (KP7) showed that the average answer was strongly disagree (STS) by 4%, disagree (TS) by 7%, neutral (N) by 12%, agree (S) by 50.5%, and strongly agree (SS) by 26.5%. Respondents' responses to question 8 (KP8) showed that the average answer was strongly disagree (STS) by 1.5%, disagree (TS) by 7.5%, neutral (N) by 14%, agree (S) by 28%, and strongly agree (SS) by 49%.

The respondents' responses to question 9 (KP9) showed an average of 1.5% strongly disagree (STS), 10.5% disagree (TS), 7.5% neutral (N), 54% agree (S) and strongly agree (SS) 26.5%. Respondents' responses to question 10 (KP10) showed an average of 3.5% strongly disagree (STS), disagree (TS) at 8%, neutral (N) at 7%, agree (S) at 48.5%, and strongly agree (SS) at 33%. The respondents' responses to question 11 (KP11) showed an average of 2 strongly disagree (STS), disagree (TS) by 10%, neutral (N) by 8%, agree (S) by 47.5%, and strongly agree (SS) by 32.5%.

Test measurement model

The measurement model test is a specification of the relationship between latent variables and the indicator is called the indicator test. The indicator test is carried out by validity and reliability tests.

Validity test

An item is said to be valid if the loading factor value (estimate) is greater than 50% or >0.5 and the p-value must be less than 5% or <0.05. The p-value of the price variable shows an asterisk, which means that the absolute value is less than 0.001, in other words, the regression weight of the price variable is significantly different from zero at a level of less than 0.001, and the value of the loading factor (estimate) of the price variable shows a value greater than 0.5. So it can be concluded that all constructs on the price variable show their validity.

The p-value of the product quality variable shows an asterisk, which means that the absolute value is less than 0.001, in other words, the regression weight of the price variable is significantly different from zero at a level of less than 0.001, and the loading factor value (estimate) of the product quality variable shows a value greater than 0.5. So it can be concluded that all constructs on the product quality variable show its validity. The p-value of the brand image variable shows an asterisk, which means the absolute value is less than 0.001, in other words, the regression weight of the price variable is significantly different from zero at a level of less than 0.001, and the loading factor value (estimate) of the brand image variable shows a value greater than 0.5. So it can be concluded that all constructs on the brand image variable show their validity.

Table 6. *Load Factor Value* of the Purchase Decision variable

	P-value	Estimate
Y1	***	,831

Y2	***	,841
Y3	***	,824
Y4	***	,891
Y5	***	,870
Y6	***	,892
Y7	***	,895
Y8	***	,879
Y9	***	,853
Y10	***	,843
Y11	***	,807

Source: amos data processing, 2025

From table 6, it can be seen that the p-value of the purchase decision variable shows an asterisk, which means that the absolute value is less than 0.001, in other words, the regression weight of the price variable is significantly different from zero at a level of less than 0.001, and the loading factor value (estimate) of the purchase decision variable shows a value greater than 0.5. So that it can be concluded that all constructs on the purchase decision variable show their validity.

Reliability Test

Reliability tests are tools that can be used to measure the reliability of a questionnaire. A questionnaire is said to be reliable if a person's answers to a question are consistent or stable over time. Reliability can be seen from the Construct Reliability (CR) value is above 0.7 and the Average Variance Extracted (AVE) value is greater than 0.5 (Sugiyono, 2019)

Table 7. Total Results Loading Factor and Standard Error

Variable	Total Amount		
	Loading Factor	Loading Factor ^2	Standard Error
X1	7.103	5.629663	0.351
X2	8.640	6.820298	0.396
Z	5.684	4.624810	0.233
Y	9.426	8.086436	0.292

Source: amos data processing, 2025

Table 7 above shows the total results of the loading factor and standard error of each variable. To calculate the Construct Reliability (CR) value and the Average variance extracted (AVE) value, the following formula is used.

$$\text{Average variance extracted} = \frac{\sum std.loading^2}{\sum std.loading^2 + e.j}$$

$$\text{Construct Reliability} = \frac{\sum std.loading}{\sum std.loading + e.j}$$

Table 8. AVE and CR results

Item	AVE	Hasil	Construct Reliabelity	Result
X1	0.941310855	Reliabel	0.952911189	Reliable

Item	AVE	Hasil	Construct Reliabelity	Result
X2	0.945124217	Reliabel	0.956175299	Reliable
Z	0.952036	Reliabel	0.960621937	Reliable
Y	0.965148627	Reliabel	0.969952665	Reliable

Source: amos data processing, 2025

Table 8 shows the results of the Construct Reliability (CR) value of all variables is above 0.7 and the Average Variance Extracted (AVE) value of all variables is greater than 0.5, so it can be concluded that all variables are declared reliable.

Pengukuran model structural

The measurement of structural models in this study will be assisted by AMOS (Analysis of Moment Structures) involving the use of AMOS 26.0 software. AMOS is a powerful software for structural equation modeling (SEM) that allows researchers to test and test more complex models than traditional statistical analysis.

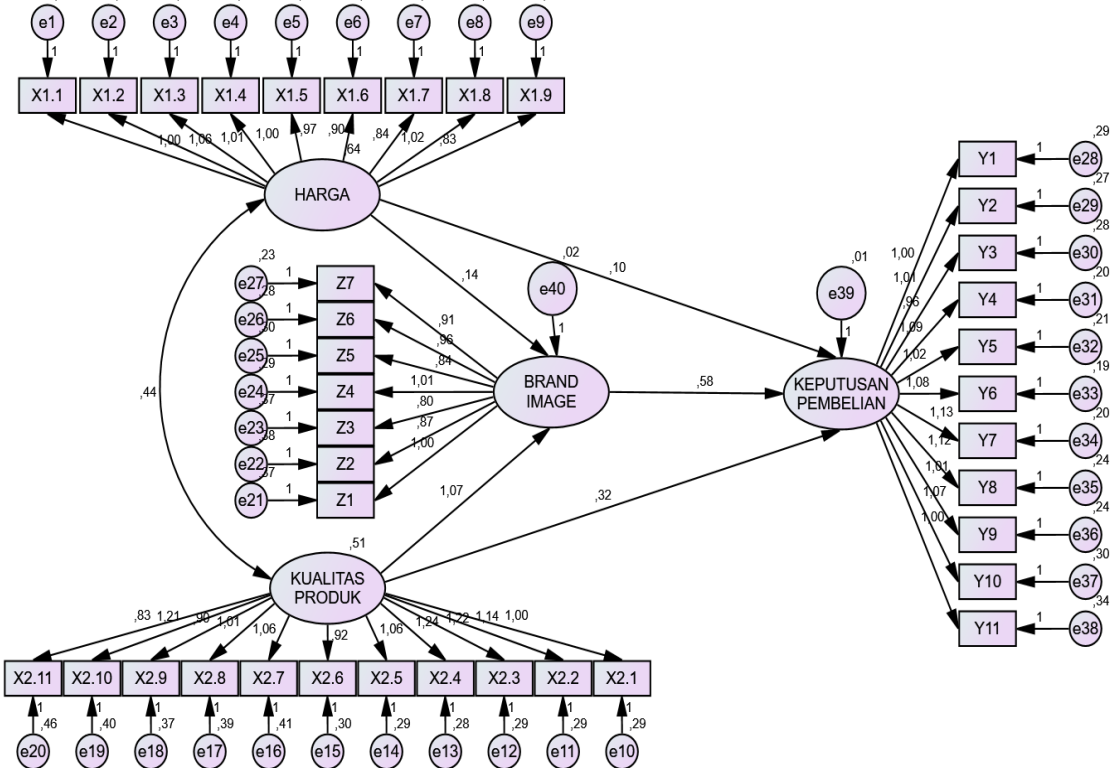

Figure 2. Analysis Results With Amos 26.0

Source: amos data processing, 2025

From the results of data processing aimed at the significance value of the direct influence of the structural model, it can be seen from the P-value value and the path coefficient table. The significance value of the direct influence between exogenous and endogenous variables can be seen in the table below:

Table 9. Structural Model Testing/Hypothesis Testing

	Estimate	S.E.	C.R.	P
BRAND_IMAGE <--- PRICE	0,136	0,050	2,694	,007
BRAND_IMAGE <--- PRODUCT QUALITY	1,068	0,093	11,478	***

KEPUTUSAN_PEMBELIAN <--- BRAND_IMAGE	0,580	0,276	2,102	,036
KEPUTUSAN_PEMBELIAN <--- HARGA	0,098	0,049	2,010	,044
KEPUTUSAN_PEMBELIAN <--- KUALITAS_PRODUK	0,323	0,300	1,077	,281

Source: amos data processing, 2025

From table 9 above which shows the results of the structural model test, it can be seen that the values in the Estimate Value are all positive which means that all variables tested in this study have a positive effect. The effect of price on brand image has an estimated value of 0.135, the effect of product quality on brand image has an estimated value of 1.068. The influence of brand image on purchase decisions has an estimated value of 0.580, the effect of price on purchase decisions has an estimated value of 0.098, and the effect of product quality on purchase decisions has an estimated value of 0.323.

The significance of the direct influence can be seen from the p-values where if the p-values are below 0.05 then the influence between variables is said to be significant, and if the p-values value is above 0.05 then the influence between variables is said to be insignificant. From table 4.15 above, the p-values of the price variable for the brand image show a value of 0.007 or below 0.05 which means that the price has a significant effect on the brand image of mnolog coffee lahat. The p-values of the product quality variable on the brand image show an asterisk which means that the variable has a p-value below 0.001 or below 0.05 which means that the product quality has a significant effect on the brand image of mnolog coffee lahat.

The p-values of the brand image variable on the purchase decision showed a value of 0.036 or below 0.05 which means that the brand image has a significant effect on the purchase decision of mnolog coffee lahat products. The p-values of the price variable on the purchase decision show a value of 0.044 or below 0.05 which means that the price has a significant effect on the purchase decision of mnolog coffee lahat products. The p-values of the product quality variable on the purchase decision show a value of 0.281 or above 0.05 which means that product quality does not have a significant effect on the purchase decision of mnolog coffee lahat products.

Hypothesis testing 1

H1: Price has a significant effect on the *brand image of* monologue coffee lahat products

Based on table 9, namely the structural model test, the magnitude of the parameter coefficient (estimated value) for the price variable on the brand image is 0.136 which means that there is a positive influence of price on *the brand image* or the higher the value of the price variable, the *brand will increase*. The result of the *p-values coefficient test* was 0.007 smaller than 0.05 so that H1 was accepted or which means that the price variable on the brand image has a positive and significant effect. Referring to this description, it can be concluded that **hypothesis 1 is accepted.**

Hypothesis testing 2

H2: Product quality has a significant effect on the *brand image of* Monolog Coffee Lahat products.

Based on table 9, namely structural model testing, the magnitude of the parameter coefficient (estimated value) for the product quality variable on the brand image is 1.068 which means that there is a positive influence of product quality on *the brand image* or the higher the value of the product quality variable, the *brand will increase*. The results of the *p-values test* are marked with an asterisk (less than 0.001) or less than 0.05 so that H2 is accepted or which means that the product quality variable on the brand image has a positive and significant effect. Referring to this description, it can be concluded that **hypothesis 2 is accepted.**

Hypothesis testing 3

H3: Price has a significant effect on the purchase decision of the Lahat coffee monologue product.

Based on table 9, namely the structural model test, the magnitude of the parameter coefficient (estimated value) for the price variable on the purchase decision is 0.098 which means that there is a positive influence of price on the purchase decision or the higher the value of the price variable, the more the purchase decision will increase. The results of the *p-values coefficient test* value 0.044 are less than 0.05 so that H3 is accepted or which means that the price variable on the purchase decision has a positive and significant effect. Referring to this description, it can be concluded that **hypothesis 3 is accepted.**

Hypothesis testing 4

H4: Product quality has a significant effect on the purchase decision of the lahat monologue coffee product.

Based on table 9, namely structural model testing, the magnitude of the parameter coefficient (estimated value) for the product quality variable on the purchase decision is 0.323 which means that there is a positive influence of product quality on the purchase decision or the higher the value of the product quality variable, the more the purchase decision will increase. The test result of the *p-values* coefficient is 0.281 or greater than 0.05 so that H4 is rejected or which means that the product quality variable has a positive but insignificant effect on the purchase decision. Referring to this description, it can be concluded that **hypothesis 4 is rejected.**

Hypothesis testing 5

H5: *Brand Image* has a significant effect on the purchase decision of monologue coffee lahat products.

Based on table 4.15, namely structural model testing, the magnitude of the parameter coefficient (estimated value) for the brand image variable on the purchase decision is 0.580 which means that there is a positive influence of brand image on the purchase decision or the higher the value of the brand image variable, the more the purchase decision will increase. The test results of the *p-values coefficient* test are 0.036 or less than 0.05 so that H5 is accepted or which means that the brand image

variable has a positive and significant effect on the purchase decision. Referring to this description, it can be concluded that **hypothesis 5 is accepted.**

Discussion

Price has a significant effect on *brand image*

Based on the results of data processing, the price variable on the brand image of monologue coffee products shows that price has a significant effect on brand image. This shows that the price offered by the Lahat Coffee Monologue can be well received by buyers, the determination of the price of this product is able to increase the brand image of the Lahat Coffee Monologue. The determination of the right and acceptable price of the product can form a good image so that it will increase the name of the coffee monologue in the eyes of the buyer that the monologue coffee product has a relevant price and is worth buying.

The accepted hypothesis and significant influence support previous research by (Ragilia Asri Putri and Primasatria Edastama 2023) that price has a positive and significant effect on brand image. This shows that the buyer will remember the experience in the previous purchase whether the price paid is in accordance with what is obtained, if the buyer feels that the price offered is in accordance with the product obtained, it will form the perception of the brand or brand image of the product or service. The more satisfied the buyer is with the price offered, the more it will improve the image of the brand of the product purchased in the eyes of the buyer.

Product quality has a significant effect on *brand image*

Based on the results of data processing, the product quality variable for the brand image monologue coffee lahat shows that product quality has a significant effect on brand image but with a relatively low estimate value of only 14.2. This shows that the quality of the products offered by monolog coffee is able to form the image of monologue coffee, but with a small value, this can happen because buyers generally do not attach much importance to product quality when visiting coffee shops, because the buyer's goal is usually to enjoy a relaxing time with friends or family.

The accepted hypothesis and significant influence support previous research by (Roosandianto Permadi 2021) that product quality has a significant effect on brand image. This shows that the brand image can be formed by the quality of the product, because the quality of the product will be compared to the price of the product offered. The more the price matches the quality, the more reasonable the product will be to buy. The quality of the product is not very important because the concept of a coffee shop is a comfortable environment and atmosphere to enjoy the time when gathering with friends or family.

Price has a significant effect on purchasing decisions

Based on the results of data processing, the price variable on the purchase decision of monologue coffee products shows that price has a significant effect on the

purchase decision. This shows that the price offered by the coffee lahat monologue can be well accepted by buyers, the pricing of the products made is able to attract consumers to make purchases. The determination of product prices carried out by the coffee lahat monologue can increase consumers' decision to make purchase transactions.

The accepted hypothesis and significant influence support previous research by (Putri & Yulianthini, 2023) that price has a positive and significant effect on purchasing decisions. This result shows that the buyer will consider the price of the product purchased whether it is in accordance with the product obtained, if the product received can meet the desire and in accordance with the costs incurred, consumers will be more loyal to buy the product.

Product quality has a significant effect on purchasing decisions

Based on the results of data processing, the product quality variable on the purchase decision of the coffee monologue product showed that product quality had a positive but not significant effect on the purchase decision. This shows that the quality of the products offered by monologue coffee is not able to attract consumers to make purchase transactions.

The rejected hypothesis and insignificant influence support previous research by (Ababil et al., 2019) that product quality has an insignificant effect on purchasing decisions. This shows that consumers do not attach much importance to the quality of the product because the main purpose of consumers to the coffee shop is to enjoy a relaxing time with the people closest to them.

***Brand image* has a significant effect on purchasing decisions**

Based on the results of data processing, the brand image variable on the purchase decision of monologue coffee products showed that brand image had a significant effect on the purchase decision. This shows that the Lahat Coffee Monologue brand has a good image in the eyes of consumers so that it can improve decisions in buying Lahat Coffee Monologue products.

The accepted hypothesis and significant influence support previous research by (Manik & Siregar, 2022) that brand image has a positive and significant effect on purchasing decisions. These results show that by forming a good brand image, consumers will be easier to remember and be interested in making a repurchase or revisiting the place.

Recapitulation of Research Results

The analysis and discussion of the research results have been explained in the previous sub-section, then the essence of the analysis and discussion can be described in the form of a table describing the influence of each variable, shown in the table below:

Table 10. A list of the capitulations of each variable

Number	hypothesis	Research Results	Information
1	Price has a significant effect on *brand image*	Significant	Accepted
2	Product quality has a significant effect on *brand image*	Significant	Accepted
3	Price has a significant effect on purchasing decisions	Significant	Accepted
4	Product quality has a significant effect on purchasing decisions	Insignificant	Rejected
5	*Brand image* has a significant effect on purchasing decisions	Significant	Accepted

Source: data processed, 2024

CONCLUSION

Based on the findings of this study on the influence of price and product quality on purchasing decisions through brand image at Monolog Coffee Lahat, several conclusions can be drawn. First, both price and product quality significantly influence the brand image of Monolog Coffee products, indicating that competitive pricing and high product standards contribute positively to consumer perceptions. Second, price directly and significantly affects consumers' purchasing decisions, confirming that affordability is a key consideration for customers. Third, while product quality significantly impacts brand image, it does not have a direct effect on purchasing decisions, suggesting that quality may play a more supportive role by strengthening brand perception rather than being a standalone factor. Lastly, brand image itself is proven to significantly influence purchasing decisions, acting as an effective mediating variable between price, quality, and consumer choice.

Future research should consider exploring these relationships in different geographical or demographic contexts to test the generalizability of the findings. Additionally, incorporating other mediating variables such as customer satisfaction or digital engagement could provide deeper insights into consumer behavior in the coffee shop industry. A mixed-method approach might also enrich the understanding of consumer motivations by combining quantitative data with qualitative interviews or observations.

REFERENCES

Ababil, R., Muttaqien, F., & Nawangsih. (2019). Analisis Kualitas Produk, Word Of Mouth, dan Lokasi terhadap Keputusan Pembelian Merek Senduro Coffee. *Journal Progress Conference*, *2*(July), 572–581.

Ahmad Hidayat, Uda, T., Windy Utami Putri, & Alexandro, R. (2022). Business Feasibility Study Analysis on Coffee Shop Business. *Edunomics Journal*, *3*(2). https://doi.org/10.37304/ej.v3i2.4974

CHRISTANTYO, E. H., & SHIRATINA, A. (2023). Coffee Shop Business Performance As Deduction of Motivation and Innovation. *International Journal of Environmental, Sustainability, and Social Science*, *4*(4). https://doi.org/10.38142/ijesss.v4i4.717

Ghozali, I. (2021). *Partial Least Squares Concepts, Techniques and Applications using SmartPLS Program 3.2.9 for Empirical Research*. Yoga Pratama.

Ghozali, I., & Latan, H. (2015). Partial least squares konsep, teknik dan aplikasi menggunakan program smartpls 3.0 untuk penelitian empiris. *Semarang: Badan Penerbit UNDIP*, *4*(1), 35–46.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2020). *Multivariate Data Analysis* (8th ed.). Pearson.

Joesyiana, K., Prihastuti, A. H., & Susanti, D. (2021). The Opportunities and Challenges Analysis of the Coffee Shop Business during the Covid Pandemic 19 in Pekanbaru. *Jurnal Pendidikan Ekonomi (JUPE)*, *10*(1). https://doi.org/10.26740/jupe.v10n1.p1-8

Kotler, P., & Amstrong, G. (2014). *Priciple Of Marketing 15th Edition Pearson New Jersey: Pearson Prentice Hall*. Jakarta.

Kussudyarsana, K., & Irawati, Z. (2018). Analisis Pengaruh Brand Image dan Brand Origin terhadap Intensi Pembelian Produk Batik. *Jurnal Manajemen Dayasaing*, *20*(1). https://doi.org/10.23917/dayasaing.v20i1.5574

Lee, W. S., Moon, J., & Song, M. (2018). Attributes of the coffee shop business related to customer satisfaction. *Journal of Foodservice Business Research*, *21*(6). https://doi.org/10.1080/15378020.2018.1524227

Manik, C. M., & Siregar, O. M. (2022). p-ISSN: 2827-9832 e-ISSN:2828-335x Available online at http:// https://ijsr.internationaljournallabs.com/index.php/ijsr. *Journal Of Social Research*, *1*(7), 694–707.

Putri, N. P. R. D., & Yulianthini, N. Y. (2023). Pengaruh Harga Dan Lokasi Terhadap Keputusan Pembelian Di Panamena Coffee & Eatery. *Prospek : Jurnal Manajemen Dan Bisnis*, *5*(2), 165–171.

Ragilia Asri Putri, & Primasatria Edastama. (2023). Pengaruh Kualitas Layanan, Kualitas Produk dan Harga Melalui Brand Image Terhadap Keputusan Pembelian di Outlet Coffee Shop Pada Generasi Z. *Jurnal Riset Dan Inovasi Manajemen*, *1*(4), 165–177. https://doi.org/10.59581/jrim-widyakarya.v1i4.1457

Roosandianto Permadi, L. (2021). Analisis Pengaruh Kualitas Produk Kopi Dan Terhadap Brand Image 45 Graha Coffee Shop Sidoarjo. *DIALEKTIKA : Jurnal Ekonomi Dan Ilmu Sosial*, *6*(2), 1–10. https://doi.org/10.36636/dialektika.v6i2.746

Suarez, A. N., Koelenlacay, J., Villanueva, V., Ashley Velasquez, R., Reyes, C., Serrano, V., & Borbon, C. D. (2017). Impacts of Coffee Shop Business to Tourism Industry in Three Cities of Batangas, Philippines. *Journal of Tourism and Hospitality Research*, *14*(1).

Sugiyono. (2020). *Metodologi Penelitian Kuantitatif, Kualitatif dan R & D*.

Sugiyono, P. (2019). Metode Penelitian Kuantitatif Kualitatif dan R&D (D. Sutopo. S. Pd, MT, Ir. *Bandung: Alfabeta*.

Sugiyono, S. (2017). *Qualitative Quantitative Research Methods and R&D. Bandung: Alfabeta. Procrastination And Task Avoidance: Theory, Research and Treatment*. New York: Plenum Press, Yudistira P, Chandra.