

THE INFLUENCE OF BRAND IMAGE, PRICE, AND PROMOTION ON THE PURCHASE DECISION OF WHITE KOFFIE CIVET COFFEE IN THE SOUTH JAKARTA AREA

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Abstract:

This study aims to analyze the effect of Brand Image, Price, and Promotion on Purchase Decisions in the South Jakarta Region. This study uses primary data and secondary data with the method of collecting data through questionnaires distributed to 100 respondents. Data analysis technique using multiple linear regression analysis. From the results of multiple linear regression analysis shows that the variable Brand Image has a positive but not significant effect, Price has a positive and significant effect, and Promotion has a positive and significant effect on Purchase Decisions. Based on this research, it is hoped that the community of instant ground coffee lovers in the South Jakarta area can be interested in buying Kopi Luwak White Koffie because of the Brand Image, Price, and Promotion provided by Kopi Luwak White Koffie.

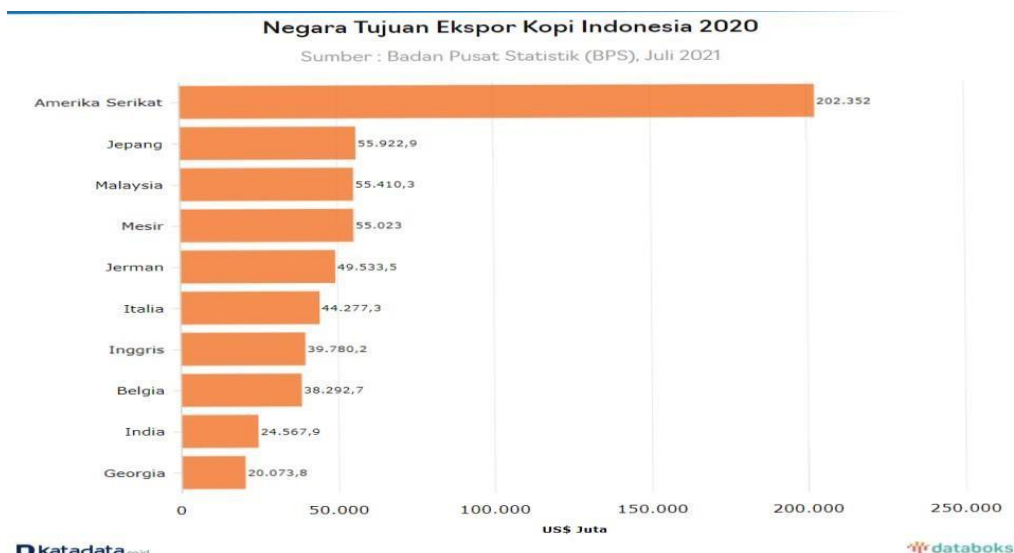
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INTRODUCTION

In the era of globalization and world economic development, humans need to encourage more innovation, competition occurs in all industrial sectors, there are two types of industrial sectors that are most in demand, namely service sector or non-service sector industries (Saebah & Asikin, 2022). The non- food and beverage service sector, especially in coffee beverages, Indonesia is among the countries that produce and distribute the largest coffee beans in the world and has been exported to many countries.

There are studies concerning black coffee which is considered good for endurance and caffeine, which encourages mental exercise to keep the body alert and produce physiological effects that increase energy, and is widely used. As a soft drink, coffee can also be classified as a central nervous system stimulant supplementary drink that boosts morale and helps fight drowsiness and mental fatigue.

The general public has known coffee for a long time and has become a lot of traditions of Indonesian people, coffee can be drunk anytime and anywhere. Indonesia has various types of coffee beans originating from various regions, such as Javanese, Balinese, Toraja, Sidakalang and many others. Indonesia with its geographical location is ideal for hot and cold temperatures for the growth and development of coffee plantation land. Many instant coffee brands are easy and affordable to buy at the nearest shop or marketplace, such as: Kapal Api Coffee, Luwak White Koffie, Nescafe Classic, JJ Royal Coffee, ABC Susu Coffee and others, with the same benefits can be obtained easily.



Source: Central Statistics Agency (BPS), July 2021
 Figure 1.1 Indonesia's Export Destination Countries in 2020

Indonesia is included as the top five countries with the largest coffee industry in the world. Typical coffee grown in the country has been widely known by coffee connoisseurs from all over the world. The Central Statistics Agency (BPS) noted, in 2020 the value of Indonesian coffee exports reached US \$ 809.2 million. This value decreased 7.8% from the previous year which reached US \$ 872 million. The United States is the main destination for Indonesian coffee exports of US\$ 202 million or 25% of total coffee exports in 2020. In the last five years, the United States is the destination country for coffee exporters with the largest coffee export value of Indonesia.

In the research conducted (Irawan, 2021) revealed a positive influence between brand image and purchasing decisions. This study contradicts the research studied (Wowor et al., 2021) which states that brand image negatively affects purchasing decisions.

(Nuramndani & Trifiyanto, 2019) revealed that price has a positive effect on purchasing decisions. This is contrary to the research studied (Khumairo et al., 2018) states that price negatively affects purchasing decisions.

(Ratela & Taroreh, 2016) revealed that there is a positive influence between promotions on purchasing decisions. This is contrary to research conducted (Ekawati et al., 2016) which states that promotion negatively affects purchasing decisions.

Problem Statement

Based on this background, the formulation of the problem in this study that can be taken is as follows:

1. Is there any influence of brand image on the purchase of Kopi Luwak White Koffie?
2. Is there any price effect on the purchase of Kopi Luwak White Koffie?
3. Is there any promotional influence on the purchase of Kopi Luwak White Koffie?

Research Objectives and Research Uses

1. Research Objectives

Based on this background, the objectives that can be taken from this study are:

- a. To know and analyze the influence of brand image on the purchase decision of Kopi Luwak White Koffie in South Jakarta.
- b. To find out and analyze the effect of product prices on the purchase decision of Kopi Luwak White Koffie in South Jakarta.
- c. To find out and analyze the influence of promotion on the purchase decision of Kopi Luwak White Koffie in South Jakarta.

2. The uses of this research are:

Based on the objectives and formulation of the problem can be useful for:

a. For Academics

1) Students

Provide students with additional contributing and reference materials for research papers that are specifically researched and related to purchasing decisions.

2) Lecturer

As a means of publication/distribution of scientific journals that have been written and studied which are equipped to be conveyed to the public / students.

3) Researchers

I know how important it is to know how the theories studied at the National University of Jakarta can be applied in the world of work. The influence of brand image, price, and promotion on the purchase decision of White Koffie civet coffee in the South Jakarta area.

For Practitioners

Provide understanding and additional information to consumers or the public in the process of purchasing White Koffie Civet Coffee products.

RESEARCH METHODS

Object of Research

In this study, the object of research is the independent variable and the dependent variable, the free variable is influenced by Brand Image as (X1), Price as (X2), and Promotion as (X3), the dependent variable is influenced by the Purchase Decision as (Y). The research was conducted around the South Jakarta area, DKI Jakarta City. This research was conducted with the subject to the community around the South Jakarta area. The type of research used is quantitative questionnaire because researchers want to use population data and research samples. The research category is empirical studies (survey research).

Research Data

1. Data Source

There are two types of data obtained for the benefit of this research, namely:

a. Primary Data

Primary data is a data source that directly provides data to data researchers such as respondents who respond to researchers to fill in or answer the statements given. Researchers use questionnaire results obtained from informants regarding research topics as primary data (Sugiyono, 2018: 456). In this study, primary data can be obtained from the results of answering questionnaires given to consumers or communities around South Jakarta which are categorized according to the criteria of ground coffee lovers.

b. Secondary Data

Secondary data is a source of data that can be obtained by reading, studying and understanding other media from literature, books, and documents (Sugiyono, 2012). In this study, researchers used secondary data obtained from books, theses, & journal websites.

2. Data Type

In this study using quantitative data as a data type. Quantitative data is data in the form of numbers or qualitative data. In this survey, researchers offered several answer options with respondents. The answers are then quantified dividing the scores obtained according to the results of questionnaires that have been distributed around the South Jakarta area.

Population and Sample

1. Population

Population is a generalized area consisting of objects and subjects whose properties and characteristics have been determined by researchers and researched and conclusions drawn (Sugiyono, 2011: 117). The population in this survey is consumers of grounded coffee around the South Jakarta area. Many samples are used and calculated using the Unknown Populations population formula (Frendy, 2011: 53).

2. Samples

The number of samples used in this study was 100 respondents. The technique used in sampling using non-probability sampling techniques is a technique with data collection that does not provide equal opportunities or opportunities for each element of the population to be selected as a sample (Sugiyono, 2015: 84), with the following criteria:

- 1) Is a resident of South Jakarta
- 2) Aged 18 to 40 years
- 3) Never consumed white civet coffee

3. Research Location

This research was disseminated through Google Form (GForm) media filled out by respondents through social media including Whatsapp, Instagram, Twitter, Telegram, & Facebook

Data Collection Techniques and Tools

To obtain the data needed as part of the hypothesis test analysis, you can use the survey method by collecting data in the following ways:

Questionnaire is a technique of collecting data by means of researchers providing a list of written statements to be answered by respondents (Sugiyono, 2014: 230). In this survey, questionnaires were distributed to people around South Jakarta and classified according to criteria. In short, this is a consumer connoisseur of Kopi Luwak White Koffie or grounded coffee, as for measurements using the Likert scale to be a measurement tool for the answers of the respondents.

RESULTS AND DISCUSSION

A. Research Results

1. Description of the object of study

The object of this research is fans of Kopi Luwak White Koffie which is influenced by brand image, price, and promotion on purchasing decisions. The respondents taken from this study were a number of 100 respondents. The distribution of questionnaires is disseminated by spreading questionnaire links through google forms to several social media such as Whatsapp, Instagram, Line, Telegram, and Facebook. Where respondents are South Jakarta residents with an age range of 15 years – 40 years and over.

2. Characteristics of Respondents

a. Respondent's Gender

Based on the data of the research questionnaire table, it can be known the number and percentage of sex respondents of Kopi Luwak White Koffie as follows:

It is known that the number and percentage of sex of respondents of Kopi Luwak White Koffie with male gender criteria were 43 respondents with a percentage of 43% and female gender was 57 respondents with a percentage of 57%. So it is concluded that the number based on female sex is 57%.

b. Age of Respondent

Based on the data of the research questionnaire table, it can be known the number and percentage of age of respondents of Kopi Luwak White Koffie as follows:

It is known that the number and presentation of the age of respondents of Kopi Luwak White Koffie aged 15-20 years as many as 15 respondents with a percentage of 15%, aged 21-30 years as many as 83 respondents with a percentage of 83%, and aged 31-40 years as many as 2

respondents with a percentage of 2%. So it was concluded that the number of respondents based on the highest age of 21-30 years was 83%.

c. Respondent's Income

From the results of the research questionnaire table, the number and percentage of monthly income data of Kopi Luwak White Koffie respondents were obtained as follows:

obtained the number and percentage of monthly income data of respondents Kopi Luwak White Koffie with an income range of Rp0 – Rp3,000,000 as many as 67 respondents with a percentage of 67%, income range of Rp3,100,000 – Rp6,000,000 as many as 27 respondents with a percentage of 27%, income range of Rp6,100,000 – Rp9,000,000 as many as 4 respondents with a percentage of 4%, and income range of >Rp9,000,000 as many as 2 respondents with a percentage of 2%. So it was concluded that the highest amount of respondents' income was Rp0 – Rp3,000,000 by 67%.

3. Research Analysis Results

From the results of research analysis obtained through the distribution of questionnaires on the Influence of Brand Image, Price, and Promotion on the Purchasing Decision of White Koffie Civet Coffee in the South Jakarta Area, with the variables of Brand Image (X1), Price (X2), and Promotion (X3) on Purchase Decision (Y) to facilitate calculations in this study, the author uses IBM SPSS version 23 program.

Questionnaire is a technique of collecting data by means of researchers providing a list of written statements to be answered by respondents (Sugiyono, 2014: 230).

Based on the statements on the questionnaire, various perceptions of Brand Image, Price, and Promotion variables were obtained.

a. Descriptive Analysis Method

Descriptive statistical tests were conducted to determine the influence of brand image, price, and promotion on the purchase decision of White Koffie civet coffee.

1.) Brand Image (X1)

It is known that in 1 brand image indicator that has the highest mean value with the brand association profit indicator which has a mean value of 4.70.

In the brand association profit indicator, the 4th statement that has the highest value when compared to all indicators contained in the brand image variable is 4.70. This shows that people know white koffie mongoose as coffee with products spread in any marketplace, and easy to find.

While the indicator of the strength of brand association in the 2nd statement has the lowest mean value with a value of 4.29. This shows that people do not consider that the quality of white civet coffee is better than competitors' products.

2) Price (X2)

It is known that the highest mean value is found in the price affordability statement indicator with an average value of 4.65. This shows that people know white koffie civet coffee products as products that are affordable and have good product quality compared to competitors.

While the lowest average value (mean) is found in the indicator of price suitability with benefits with a value of 4.22. This shows that people do not consider the benefits provided by white civet coffee in accordance with the price and price of the benefits provided by white civet coffee products are not as good as other products.

3) Promotion (X3)

It is known that the highest average value is found in the advertising indicator with a value of 4.70. This shows that people are interested in attractive promotional advertisements carried out by white koffie civet coffee through mass media and social media.

While the lowest average value is found in the personal sales indicator with a value of 4.20. This shows that people rarely know the direct promotions carried out by SPG or sellers who introduce various white civet coffee products to consumers.

4) Purchase Decision (Y)

It is known that the highest mean value is found in the purchase channel selection indicator with a value of 4.60. This shows that people agree that white koffie civet coffee products are easy to find anywhere, easily available and affordable.

While the lowest average value is found in the indicator determining the time of purchase with a mean value of 3.98. This shows that people are not interested in buying white civet coffee products continuously or repeatedly.

b. Test Instruments

1) Validity Test

In this research instrument test, validity tests and reliability tests were sampled by 100 respondents in the South Jakarta area. The purpose of the validity test is to test whether the questionnaire items submitted are valid for use as an instrument for this study.

Brand Image (X1)

from the results of the instrument validity test the value of Statement 1 is 0.494, Statement 2 is 0.470, Statement 3 is 0.447, Statement 4 0.217, Statement 5 0.417, and Statement 6 0.246. All statements of variable instruments of brand image $r_{count} > r_{table}$, it can be concluded that all instruments in the brand image are declared valid.

Price (X2)

From the results of the instrument validity test, the value of Statement 1 is 0.480, Statement 2 is 0.395, Statement 3 is 0.504, Statement 4 is 0.561, Statement 5 is 0.433, Statement 6 is 0.618, Statement 7 is 0.657, and Statement 8 is 0.511. All instrument statements of variable price $r_{calculate} > r_{table}$, then it can be concluded that all instruments at the price are declared valid.

Promotion (X3)

The instrument validity test results the value of Statement 1 is 0.461, Statement 2 is 0.575, Statement 3 is 0.655, Statement 4 is 0.496, Statement 5 is 0.538, Statement 6 is 0.604, Statement 7 is 0.549, and Statement 8 is 0.567. All statements of promotional variable instruments $r_{calculate} > r_{table}$, then it can be concluded that all instruments on the promotion are declared valid.

Purchase Decision (Y)

instrument validity test results the value of Statement 1 is 0.655, Statement 2 is 0.430, Statement 3 is 0.659, Statement 4 is 0.476, Statement 5 is 0.381, Statement 6 is 0.353, Statement 7 is 0.496, Statement 8 is 0.413,

Statement 9 is 0.511, Statement 10 is 0.363, Statement 11 is 0.552, and Statement 12 is 0.319. All instrument statements of purchasing decision variables $r_{calculate} > r_{table}$, it can be concluded that all instrument statements on purchasing decisions are declared valid.

2) Reliability Test

In this test to find out whether the measuring instrument will get a consistent correct measurement if the measurement is repeated again used with the Reliability Test. The method used in this study is Cronbach Alpha. Reliability testing is a continuation of the validity test, where the statements that enter the test are valid statements only.

each statement from each independent variable, namely brand image, price, and promotion and the dependent variable, namely purchasing decisions that have Cronbach Alpha values of 0.647, 0.805, 0.829, and 0.816, so that it is concluded that all indicators are considered reliable because they have an alpha value of more than 0.6 which can be used as a benchmark which means having accuracy in measuring and consistent that produces the same data even though it is used many times.

a. Classical Assumption Test

1) Normality Test

(Ghozali, 2011) revealed that the normality test serves to check the regression model used in the study, confounding variables have normal data. Based on the results of the table One Sample Kolmogorov-Smirnov obtained the amount of probability or Asymp Sig. (2-tailed). This value is compared to 0.05 or uses a significance level of 5%.

It can be seen if the value of Unstandardized Residual Kolmogorov-Smirnov Asymp Sig. (2-tailed) is 0.077 which means that in this study the dependent and independent variables have normally distributed data because they have a significant value greater than 0.05.

2) Multicollinearity Test

The purpose of the multicollinearity test in research is to determine whether there is a correlation between independent variables from the regression model test. Multicollinearity tests can be performed if the regression model contains many independent variables. The most common method used by researchers to detect the presence or absence of multicollinearity problems in regression models is to look at the values of Tolerance and VIF (Variance Inflation Factor). The recommended values to indicate the absence of multicollinearity problems are Tolerance should be > 0.10 and VIF values < 10 .

It is known that the tolerance value of the brand image is 0.459, the price is 0.466, and the promotion is 0.365. As for the VIF value of the brand image variable of 2,178, the price variable of 2,147, and the promotion variable of 2,741. From this explanation, the tolerance value of all independent variables has a value of more than 0.1 and the VIF value of all independent variables has a value of less than 10, so it can be concluded that the regression model does not prove the existence of multicollinearity between independent variables in this study.

3) Heteroskedasticity Test

An important assumption of the classical linear regression model is that if the disturbance that occurs in regression is homoscedastic, then the disturbance will have the same variability. To find out, the Glejser test in this study aims to test whether there is a variance inequality from residuals from one regression model statement to another. If the calculated t value is smaller than the table t and the significance value is more than 0.05 then there is no heteroskedasticity, non-uniform variance may occur if the count t is greater than the table t and the significance value is smaller than 0.05. If there is no non-uniform variance, the regression model is considered appropriate if heteroskedasticity does not occur. The results of the heteroskedasticity test can be seen in the following table:

Based on the heteroskedasticity test, it can be seen that each independent variable value, namely Brand Image (X1) with Sig. of 0.718, Price (X2) with Sig of 0.388, and Promotion (X3) with Sig. of 0.808 with the Glejser model obtained significant results greater than 0.05 so that this research data will not occur heteroskedasticity so that this research can be continued.

4) Autocorrelation Test

The autocorrelation test is useful to see the magnitude of the relationship and the magnitude of the influence by each independent variable on the dependent variable of investment interest based on the correlation and determination of the Durbin-Watson (DW) value of 1.801 to determine the presence or absence of autocorrelation, Durbin-Watson testing is carried out from the number of independent variables 3 ($K = 3$), $n = 100$ then obtained a value of d_l 1.613 and a value d_u 1.758 with the following conditions:

$$D_u < D_w < 4 - D_u$$

$$1,758 < 1,801 < 4 - 1,758$$

$$1,758 < 1,801 < 2,242$$

From this explanation, it can be concluded that there is no autocorrelation in the linear regression of this study.

d. Inferential Analysis

Inferential analysis in this study was carried out to analyze the results of sample data which in the results will later be applied to population data, in this analysis used is multiple linear regression analysis.

1) Multiple Linear Regression Analysis

Multiple linear regression analysis aims to determine how much influence brand image (X1), price (X2), and promotion (X3) have on purchasing decisions (Y). The following is the result of multiple linear regression analysis calculations using the SPSS 23 computer application:

It is known that the coefficient of multiple linear regression can be known as the linear equation is as follows:

$$Y = 0.132X_1 + 0.266X_2 + 0.290X_3$$

Information:

Y = Purchase Decision X1 = Brand Image

X2 = Price X3 = Promotion

1. In the brand image variable, there is a regression coefficient of 0.132 so that it can be concluded that every increase in the brand image variable by units will increase purchasing decisions by 0.132 or 13.2% if other assumptions are considered constant.
2. In the price variable there is a regression coefficient of 0.266 so that it can be concluded that every increase in the price variable by units will increase purchasing decisions by 0.266 or 26.6% if other assumptions are considered constant.
3. In the promotion variable there is a regression coefficient of 0.290 so it can be concluded that every increase in the promotion variable by units will increase the purchase decision by 0.290 or 29.0% if other assumptions are considered constant.

e. Model Feasibility Test

1) F Test

The F test is used to determine the feasibility of the aggression model used. To determine the significance of the independent variable against the dependent variable, the ANOVA test is used.

indicates that the calculated F value is 19.750 with a significant value of 0.000. Based on these data, the sig value < 0.05, it can be concluded that in this study the model can be said to be significant and feasible to be used in research based on the sig value obtained that the variables of brand image, price, and promotion can explain any changes in the value of purchasing decision variables because they have a significant influence.

2) Test Coefficient of Determination (R²)

In this study, the coefficient of determination generally measures how far the model is able to explain the variance of independent variables.

The calculation results for the value of R.Square (R²) in table 4.19 obtained the coefficient of determination R² = 0.382 or 38.2%. This means that the ability of independent variables consisting of brand, price, and promotion variables explains the dependent variable, namely the purchase decision of white civet coffee by 38.2%, the rest (100% - 38.2% = 61.8%) is influenced by other variables outside those not studied in this study.

3) Test t

A partial test (t-test) is used to show how far the influence of one independent variable consisting of:

The influence of each variable of brand image, price, and promotion on the decision to buy can be seen from the direction sign and the level of significance. Based on the results of the t-test calculation in table 4.20, it can be explained as follows:

a. H1 : Brand Image has a positive but not significant effect on purchasing decisions

Based on the results of the t test in table 4.20, the brand image variable obtained a calculated t number of $1.112 < 1.984$ t table and a significance level greater than $= 0.05$ which is 0.269, thus meaning that the brand image is rejected.

b. H2 : Price has a positive and significant effect on purchasing decisions Based on the t test in table 4.20, the price variable obtained a calculated t number of $2.264 > 1.984$ t table and a significance level smaller than $= 0.05$ which is 0.026 thus means that the price is accepted.

c. H3 : Promotion has a positive and significant effect on purchasing decisions

Based on the t test in table 4.20, the promotion variable obtained a calculated t number of $2.186 > 1.984$ t table and a significance level smaller than $= 0.05$ which is 0.031 thus means that the promotion is accepted.

1. The Influence of Brand Image on the Purchase Decision of White Koffie Civet Coffee

The results of the study do not support the first hypothesis if the brand image variable (X1) has a positive but not partially significant effect on the purchase decision of white civet coffee. This is shown by the results of the calculated t number of $1.112 < 1.984$ t table and the significance level greater than 0.05, which is 0.269. This means that there is no influence from brand image on purchasing decisions. This shows that the decision to purchase white koffie civet coffee in the south Jakarta area does not depend on brand image.

Brand image is an important competitive advantage that helps create value from brand differentiation, shapes purchase reasons, builds emotions and feelings, and adds great value to an organization (Kotler & Keller, 2009:403). Then the brand image is the observable beliefs and activities that the consumer has, as shown in the memory of the association and the consumer. (Tjiptono, 2005: 49). Based on this statement, it can be concluded that brand image is a concept that is in the minds of consumers for the products offered by the company for its products.

However, in this study, the brand image did not have significant results on the purchase decision of white civet coffee because there was a gap, namely the purchase decision was not in accordance with the expected brand image. This can be seen from the gap, namely the mismatch of purchasing decisions with the brand image of white koffie civet coffee in the South Jakarta area. The Luwak brand is well known to the public and arguably has a good brand image, so people no longer consider making purchases. For consumers, a good brand image may not necessarily make them want to buy or try the product. Some consumers consider other things more, for example product quality, friend recommendations or according to themselves (Nurhayati, 2017).

The results of this study are in line with the results of research (Wowor et al., 2021) which states that brand image has a positive and insignificant effect on purchasing decisions, but contrary to the results of research (Irawan, 2021) which states that brand image has a positive and significant influence on purchasing decisions.

2. The Effect of Price on the Purchase Decision of White Koffie Civet Coffee

The results of the study support the second hypothesis if the price variable (X2) has a partial positive effect on the purchase decision of white civet coffee. This is shown by the results of the calculated t number $2.264 > 1.984$ t table and the significance level is smaller than 0.05, which is 0.026. This means that the price has a positive and significant effect on the purchase decision on white koffie civet coffee. This shows that the price offered by white civet coffee is affordable by consumers and the quality of the product and the perceived product benefits are in accordance

with the price paid. So the better the price applied by white civet coffee, the more the purchase decision on white civet coffee.

(Tjiptono, 2015: 151) states that price is the only marketing mix that generates revenue, while the other mix is cost. Another theory is that price is the amount charged to a service or product, the value of what consumers will own or exchange to utilize that product or service. (Kotler & Keller, 2012).

The results of this study are in line with the results of research (Nuramndani & Trifiyanto, 2019) stating that prices have a positive and significant influence on purchasing decisions, but contrary to the results of research (Khumairo et al., 2018) which states that prices have a negative and insignificant influence on purchasing decisions.

3. The Influence of Promotion on the Purchase Decision of White Koffie Civet Coffee

The results of the study on the third hypothesis support if the promotion variable (X3) has a partial positive effect on the purchase decision of white civet coffee. This is shown by the results of the calculated t number $2.186 > 1.948$ t table and the significance level is smaller than 0.05 which is 0.031. This means that promotion has a positive and significant effect on purchasing decisions on white koffie civet coffee. Any attractive promotion of white koffie civet coffee products will increase purchasing decisions.

(Swastha & Irawan, 2005) revealed that the definition of promotion is a one-way flow of information created with the aim of directing the organization, such as actions that create exchanges in the marketing process by persuading people to take part in the buying process.

Promotion can also be interpreted as "Activities in communicating sales information to buyers or other parties in marketing channels to influence attitudes and behavior" (Assauri, 2015: 294).

The results of this study are in line with the results of research conducted by (Ratela & Taroreh, 2016) which states that promotion has a positive and significant effect on purchasing decisions, but contrary to the results of research (Ekawati et al., 2016) which states that promotion has a negative and insignificant influence on purchasing decisions.

CONCLUSION

This conclusion aims to determine the influence of brand image, price, and promotion on the purchase decision of white koffie civet coffee in the South Jakarta area. Based on the results of research and discussion that have been explained in the previous chapter, it can be concluded as follows: Brand image variables have a positive and insignificant effect on purchasing decisions. Price variables have a positive and significant effect on purchasing decisions. Promotion variables have a positive and significant effect on purchasing decisions.

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The Influence of Brand Image, Price, and Promotion on the Purchasing Decision of White Koffie
Civet Coffee in the South Jakarta Area

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Muhammad Michelle Rizki Byhaqi, Subur Karyatun, Kumba Digdowiseiso

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