



## The Influence of Brand Awareness, Brand Image, and Brand Trust on Purchase Intention of Excelso Coffee in Malang City

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### ABSTRACT

Considering how fiercely competitive the coffee and cafe industries are, it is critical for businesses to use effective strategies to increase consumer intent to purchase. One of the largest coffee brands in Indonesia is Excelso Coffee. The purpose of this study is to determine how consumer intentions to buy Excelso Coffee in Malang City are influenced by brand awareness, brand image, and brand trust. This research employs a quantitative approach using a questionnaire disseminated via Google Forms. The 100 respondents in the sample are analyzed using the SPSS program. Conventional assumption tests such the linearity, homoscedasticity, non-multicollinearity, and normality tests were employed in this investigation. The outcomes of the traditional assumption tests show that the variables of brand awareness, brand image, and brand trust all have a positive simultaneous influence on Excelso Coffee's desire to purchase.

## INTRODUCTION

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Recognition or brand recall (Ghadani et al., 2022). Enhancing awareness is a mechanism to increase market share; in a competitive business environment, having a high level of brand awareness can provide a significant competitive advantage. Therefore, understanding the background and importance of brand awareness becomes crucial for any organization seeking success in marketing.

In addition to brand awareness, businesses must also focus on **brand image** to compete effectively. Brand image is the mental representation that consumers have of a brand, encompassing perceptions, associations, and judgments related to that brand. Brand image is a crucial element in marketing because it can influence consumer behavior, purchase decisions, and customer trust in the brand. The better the brand image offered, the more likely it is to attract consumer purchasing decisions (Islamy, 2016).

Moreover, companies also need **brand trust**. According to Kumar (2016) in (Stefanus, n.d.), brand trust is "an individual's willingness to trust the brand's ability to meet their needs." Brand trust can emerge when the brand has gained a positive brand image in the eyes of consumers. With brand trust, consumers will have confidence in the brand they choose to meet their needs or satisfy their desires.

The coffee business is currently booming in Indonesia, especially among millennials and Gen Z. Drinking coffee has become a lifestyle for these generations, rather than just a means to stay awake. Excelso Coffee is one of the major players in this industry. Established in 1991 at Plaza Indonesia, Jakarta, Excelso Coffee has grown into one of the largest cafe chains in Indonesia. As of now, Excelso has more than 100 outlets spread across various cities in Indonesia. Excelso Coffee is known for its premium coffee quality served in a comfortable and elegant ambiance. The coffee used at Excelso is sourced from selected beans and processed with techniques that preserve its distinctive flavor.

It is an urgent necessity for Excelso Coffee to remain competitive in the increasingly crowded market. With the rising number of new cafes and coffee shops, it is important for Excelso Coffee to understand how factors such as brand awareness, brand image, and brand trust can influence consumer purchase intentions. Without a deep understanding of these factors, Excelso Coffee risks losing market share and competitiveness.

Based on this background, this study aims to analyze the influence of brand awareness, brand image, and brand trust on the purchase intention of Excelso Coffee in Malang City. A deeper understanding of these factors is

expected to contribute to more effective marketing strategies and increase Excelso Coffee's competitiveness in the local market.

## THEORETICAL REVIEW

### *Brand Awareness*

**Brand awareness** is the ability of a brand to come to consumers' minds when they think about a particular product and how easily that product emerges (Dicky et al., 2018). A brand plays a crucial role in increasing consumer purchase intention. The higher the consumer's awareness of a brand, the greater the potential for a company's product to be purchased by consumers.

To measure the extent to which consumers are aware of a brand, there are indicators of brand awareness according to Kotler & Keller (2012) in (Kesadaran & Pelanggan, 2018), which are:

1. **Recall:** How well consumers remember a brand when asked which brands they recall.
2. **Recognition:** How well consumers can recognize the brand, including whether it falls within a certain product category.
3. **Purchase:** How likely consumers are to consider a brand as an alternative when they are about to purchase a product or service.
4. **Consumption:** How well consumers still remember a brand when they are using a competitor's product or service.

### *Brand image*

**Brand image** represents the overall perception of a brand, shaped by past information and experiences with that brand. Brand image can be defined as a perception that arises in the consumer's mind when recalling a brand of a particular product (Arif, 2021) (Jasmine et al., n.d.).

According to Arif (2021) in Jasmine et al. (n.d.), the indicators used to measure and evaluate brand image are as follows:

1. **Corporate image:** This refers to the collection of associations perceived by consumers regarding a product or service, which includes the company's popularity, credibility, and network.
2. **User image:** This is a set of associations perceived by consumers about the users of a product or service, including the users themselves, their lifestyle or personality, and their social status.

3. **Product image:** This encompasses the set of associations perceived by consumers about a product, including the product's attributes, benefits to the consumer, usage, and guarantees.

### *Brand Trust*

According to Hasan (2013) in (Stefanus, n.d.), trust is defined as the perception of a company's reliability, which is determined by the systematic confirmation of expectations regarding the company's offerings. The dimensions of trust consist of reliability, credibility, and benevolence. **Reliability** relates to the degree to which the company is dependable in providing product services; **credibility** pertains to the level of expertise required by the company to perform tasks effectively and reliably; and **benevolence** concerns the company's values and motivations.

According to Lau and Lee in (Yuli et al., 2010), there are three factors that influence brand trust. The relationship between these factors and brand trust can be described as follows:

1. **Brand Characteristics:** Brand characteristics play a crucial role in determining consumers' decisions to trust a brand because consumers typically make assessments before making a purchase. These characteristics include predictability, reputation, and competence.
2. **Company Characteristics:** The company behind a brand can also influence the level of consumer trust in that brand. Consumers' knowledge of the company behind a product brand serves as the initial basis for their understanding of the brand. This characteristic includes the company's reputation, desired motivations, and integrity.
3. **Consumer-Brand Characteristics:** Consumer-brand characteristics also affect trust in the brand. These include the alignment between the consumer's emotional concept and the brand's personality, brand affinity, and brand experience.

### **Interest in Buying**

**Purchase intention** is the stage where consumers form their preferences among several brands included in their consideration set, and eventually make a purchase of the most preferred alternative. It is the process consumers go through to buy a product or service, based on various considerations (Dicky et al., 2018).

According to Priansa (2017) in (Faradila & Kusnadi, 2022), there are four indicators of purchase intention as follows:

1. **Transactional Intention:** The tendency of consumers to consistently purchase products (goods and services) offered by the company.
2. **Referential Intention:** The tendency of consumers to recommend the product to others.
3. **Preferential Intention:** An intention that describes the behavior of consumers who have a primary preference for the product.
4. **Exploratory Intention:** An intention that describes the behavior of consumers who continuously seek information about the product they are interested in.

## Research Hypotheses

### *The Influence of Brand Awareness on Purchase Intention*

Brand awareness is crucial as it is needed to involve several brands in the consumer's consideration set during the purchase decision-making process. Brand awareness also refers to the extent to which consumers are aware of a brand and can recall it when thinking about a product. In other words, high brand awareness increases the likelihood that a brand will be remembered by consumers when they consider purchasing a product. The importance of product awareness lies in the fact that customers are less likely to doubt their purchasing decisions.

This theory is consistent with the findings of studies conducted by Sari (2022) and Manik & Siregar (2022), which show that brand awareness has a positive effect on purchase intention. **H1:** Brand awareness has a positive effect on consumer purchase intention.

### *The Influence of Brand Image on Purchase Intention*

Brand image plays a significant role in influencing consumer purchasing decisions. The popularity of a brand and the company's ability to serve and meet consumer needs greatly determine public perception of the brand's image. Brands with a good image tend to be more favored and more easily accepted compared to brands with a poor or neutral image. This means that the better the brand image, the higher the consumer's purchase intention.

The theory is also supported by previous similar studies. According to research conducted by Kurniawan, K et al. (2023) and Manik & Siregar (2022), brand image has a positive influence on purchase intention. **H2:** Brand image has a positive effect on purchase intention.

### *The Influence of Brand Trust on Purchase Intention*

Trust plays an essential role in any marketing activity. The rapid dynamics of the business environment force companies to seek more creative and flexible ways to adapt. To survive in such situations, companies look for creative ways to build collaborative relationships with customers. If consumers do not trust a brand or company, they are more likely to cancel their intention to buy or use the product/service if they perceive it negatively. On the other hand, if consumers believe in the positive value of a brand, they will be more likely to decide to purchase the product or service.

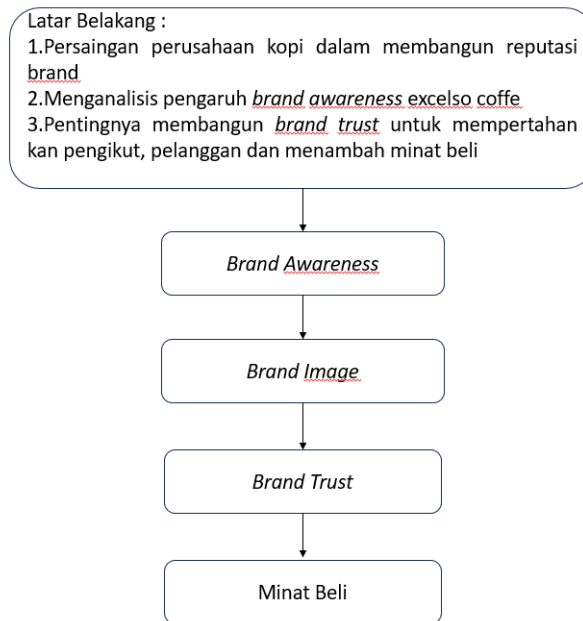
This theory is also supported by previous studies. According to research conducted by Wonua, A. R., Ismanto, I., & Santi, S. (2023) and Bila et al. (2024), brand trust has a positive effect on purchase intention. **H3:** Brand trust has a positive effect on purchase intention.

### *The Influence of Brand Awareness, Brand Image, and Brand Trust on Purchase Intention*

Brand awareness plays an essential role in increasing consumers' purchase intentions. Awareness of a brand makes consumers more likely to trust the product, thus generating a purchase intention. The higher the consumer's awareness of a brand, the greater the potential for the product to be purchased by the consumer. Brand image plays a significant role in influencing consumer purchasing decisions. The brand's popularity and the company's ability to serve and meet consumer needs greatly determine public perception of the brand image. Brand image is often used by consumers as a reference for making purchase decisions, especially when they lack experience or knowledge about a product. Brand trust creates a sense of security and credibility, reducing consumers' perceived risks in transactions. If brand trust is established in the consumer's mind, it helps reduce confusion in choosing a product, ultimately leading to a purchase based on confidence in the brand, without needing to consider many other factors.

**H4:** *Brand awareness, Brand image dan brand trust terhadap minat beli memiliki pengaruh yang signifikan terhadap minat beli .*

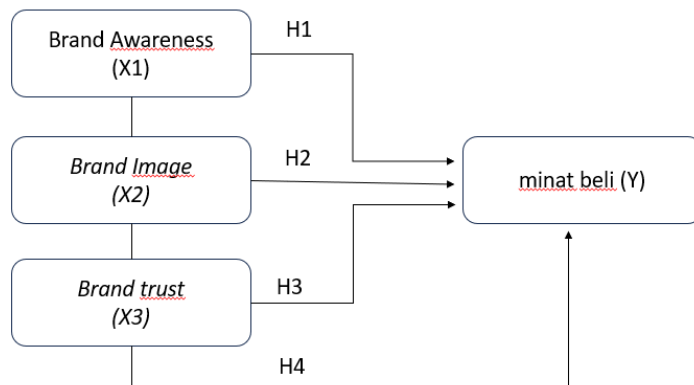
## Theoretical Framework



Picture 2. Theoretical Teoritis  
Source : Data is Processed (2024)

## METHODOLOGY

Based on previous research and the theories discussed earlier, the research model used is as follows:



Source : Data Processed (2024)

The population selected for this study includes all individuals who have purchased Excelso coffee in Malang City / Excelso coffee customers in Malang City. The sampling method used in this research is based on the Lemeshow formula. The reason for using this formula is that the exact number of buyers or consumers is unknown. Therefore, to determine the population and sample, a

formula that can be used when the exact population size is not known is necessary. According to the Lemeshow formula, the sample size for this study is 100.

## RESULT

### Validity and Reliability Testing

#### Validity Testing

A valid instrument is one that can produce the expected research results and is considered appropriate. An instrument is said to be valid if the calculated value  $r_{hitung}$  is greater than the table value  $r_{tabel}$  and is positive. To measure correlation, Pearson Product Moment is used. An item is considered valid if the significance level of the correlation is less than the specified significance level of 0.05. With the help of IBM SPSS Statistics 23 software, the validity test results are as follows:

**Table of Validity Test Results for Brand Awareness (X1) Statement Items**

		Correlations						
		Brand Awareness 1	Brand Awareness 2	Brand Awareness 3	Brand Awareness 4	Brand Awareness 5	Brand Awareness 6	Total Brand Awareness
Brand Awareness 1	Pearson Correlation	1	.298**	-.034	.132	.136	.021	.423**
	Sig. (2-tailed)		.003	.740	.192	.178	.838	.000
	N	100	100	100	100	100	100	100
Brand Awareness 2	Pearson Correlation	.298**	1	.376**	.282**	.217*	.139	.646**
	Sig. (2-tailed)	.003		.000	.005	.030	.168	.000
	N	100	100	100	100	100	100	100
Brand Awareness 3	Pearson Correlation	-.034	.376**	1	.447**	.353**	.252*	.686**
	Sig. (2-tailed)	.740	.000		.000	.000	.011	.000
	N	100	100	100	100	100	100	100
Brand Awareness 4	Pearson Correlation	.132	.282**	.447**	1	.379**	.049	.652**
	Sig. (2-tailed)	.192	.005	.000		.000	.626	.000
	N	100	100	100	100	100	100	100
Brand Awareness 5	Pearson Correlation	.136	.217*	.353**	.379**	1	.339**	.687**
	Sig. (2-tailed)	.178	.030	.000	.000		.001	.000
	N	100	100	100	100	100	100	100
Brand Awareness 6	Pearson Correlation	.021	.139	.252*	.049	.339**	1	.477**
	Sig. (2-tailed)	.838	.168	.011	.626	.001		.000
	N	100	100	100	100	100	100	100
Total Brand Awareness	Pearson Correlation	.423**	.646**	.686**	.652**	.687**	.477**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

#### Source: SPSS Data Processing Results (2024)

Based on the testing results for the brand awareness variable, as shown in the table above, each statement item has a significance value of  $0.000 < 0.05$ . Therefore, it can be concluded that all statement items for the brand awareness variable are valid. Additionally, it can be observed that each statement item has a  $r_{hitung}$  value greater than  $r_{tabel}$ , further confirming that all brand awareness statement items are valid.

Table of Validity Test Results for Brand Image (X2) Statement Items

		Correlations						
		Brand Image 1	Brand Image 2	Brand Image 3	Brand Image 4	Brand Image 5	Brand Image 6	Total Brand Image
Brand Image 1	Pearson Correlation	1	.326**	.462**	.274**	.324**	.248*	.695**
	Sig. (2-tailed)		.001	.000	.006	.001	.013	.000
	N	100	100	100	100	100	100	100
Brand Image 2	Pearson Correlation	.326**	1	.272**	.222*	.388**	.180	.624**
	Sig. (2-tailed)	.001		.006	.026	.000	.073	.000
	N	100	100	100	100	100	100	100
Brand Image 3	Pearson Correlation	.462**	.272**	1	.569**	.305**	.159	.740**
	Sig. (2-tailed)	.000	.006		.000	.002	.115	.000
	N	100	100	100	100	100	100	100
Brand Image 4	Pearson Correlation	.274**	.222*	.569**	1	.429**	.141	.694**
	Sig. (2-tailed)	.006	.026	.000		.000	.162	.000
	N	100	100	100	100	100	100	100
Brand Image 5	Pearson Correlation	.324**	.388**	.305**	.429**	1	.094	.684**
	Sig. (2-tailed)	.001	.000	.002	.000		.352	.000
	N	100	100	100	100	100	100	100
Brand Image 6	Pearson Correlation	.248*	.180	.159	.141	.094	1	.391**
	Sig. (2-tailed)	.013	.073	.115	.162	.352		.000
	N	100	100	100	100	100	100	100
Total Brand Image	Pearson Correlation	.695**	.624**	.740**	.694**	.684**	.391**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

\*\* Correlation is significant at the 0.01 level (2-tailed).  
 \* Correlation is significant at the 0.05 level (2-tailed).

**Source: SPSS Data Processing Results (2024)**

Based on the testing results for the brand image variable, as shown in the table above, each statement item has a significance value of  $0.000 < 0.05$ . Therefore, it can be concluded that all statement items for the brand image variable are valid. Additionally, each  $r_{hitung}$  value is greater than the  $r_{tabel}$  value, confirming that all brand image statement items are valid.

Table of Validity Test Results for Brand Trust (X3) Statement Items

		Correlations						
		Brand Trust 1	Brand Trust 2	Brand Trust 3	Brand Trust 4	Brand Trust 5	Brand Trust 6	Total Brand Trust
Brand Trust 1	Pearson Correlation	1	.077	.079	.109	.060	.162	.398**
	Sig. (2-tailed)		.445	.435	.280	.554	.108	.000
	N	100	100	100	100	100	100	100
Brand Trust 2	Pearson Correlation	.077	1	.178	.138	.362**	.252*	.590**
	Sig. (2-tailed)	.445		.077	.172	.000	.011	.000
	N	100	100	100	100	100	100	100
Brand Trust 3	Pearson Correlation	.079	.178	1	.141	.181	.226*	.500**
	Sig. (2-tailed)	.435	.077		.163	.109	.024	.000
	N	100	100	100	100	100	100	100
Brand Trust 4	Pearson Correlation	.109	.138	.141	1	.229*	.504**	.634**
	Sig. (2-tailed)	.280	.172	.163		.022	.000	.000
	N	100	100	100	100	100	100	100
Brand Trust 5	Pearson Correlation	.060	.362**	.161	.229*	1	.296**	.611**
	Sig. (2-tailed)	.554	.000	.109	.022		.003	.000
	N	100	100	100	100	100	100	100
Brand Trust 6	Pearson Correlation	.162	.252*	.226*	.504**	.296**	1	.719**
	Sig. (2-tailed)	.108	.011	.024	.000	.003		.000
	N	100	100	100	100	100	100	100
Total Brand Trust	Pearson Correlation	.398**	.590**	.500**	.634**	.611**	.719**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

\*\* Correlation is significant at the 0.01 level (2-tailed).  
 \* Correlation is significant at the 0.05 level (2-tailed).

**Source: SPSS Data Processing Results (2024)**

Based on the testing results for the brand trust variable, as shown in the table above, each statement item has a significance value of  $0.000 < 0.05$ . Therefore, it can be concluded that all statement items for the brand trust variable are valid. Additionally, each  $r_{hitung}$  value is greater than the  $r_{tabel}$  value, confirming that all brand trust statement items are valid.

$r_{tabel\_tabel}$  value, confirming that all brand trust statement items are valid.

Table of Validity Test Results for Purchase Intention (Y) Statement Items

		Correlations					
		Minat Beli 1	Minat Beli 2	Minat Beli 3	Minat Beli 4	Minat Beli 5	Total Minat Beli
Minat Beli 1	Pearson Correlation	1	.220*	.022	.187	.231*	.503**
	Sig. (2-tailed)		.028	.828	.062	.021	.000
	N	100	100	100	100	100	100
Minat Beli 2	Pearson Correlation	.220*	1	.499**	.279**	.358**	.731**
	Sig. (2-tailed)	.028		.000	.005	.000	.000
	N	100	100	100	100	100	100
Minat Beli 3	Pearson Correlation	.022	.499**	1	.243*	.369**	.655**
	Sig. (2-tailed)	.828	.000		.015	.000	.000
	N	100	100	100	100	100	100
Minat Beli 4	Pearson Correlation	.187	.279**	.243*	1	.470**	.637**
	Sig. (2-tailed)	.062	.005	.015		.000	.000
	N	100	100	100	100	100	100
Minat Beli 5	Pearson Correlation	.231*	.358**	.369**	.470**	1	.751**
	Sig. (2-tailed)	.021	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total Minat Beli	Pearson Correlation	.503**	.731**	.655**	.637**	.751**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Source: SPSS Data Processing Results (2024)**

Based on the testing results for the purchase intention variable, as shown in the table above, each statement item has a significance value of  $0.000 < 0.05$ . Therefore, it can be concluded that all statement items for the purchase intention variable are valid. Additionally, each  $r_{hitung\_hitung}$  value is greater than the  $r_{tabel\_tabel}$  value, confirming that all statement items for purchase intention are valid.

*Reliability Testing*

Reliability testing is a tool used to measure a questionnaire, which serves as an indicator of a variable. A questionnaire is considered reliable if respondents' answers to questions are consistent or stable over time. In this study, a variable is deemed reliable if it provides a Cronbach's Alpha value greater than 0.60 (Sugiyono, 2017). Using IBM SPSS Statistics 23 software, the following reliability test results were obtained:

**Table of Reliability Test Results**

Variabel	Cronbach Alpha	Keterangan
Brand Awareness (X1)	0,643	Reliabel
Brand Image (X2)	0,723	Reliabel
Brand Trust (X3)	0,606	Reliabel
Minat Beli (Y)	0,671	Reliabel

Source: Result Data SPSS (2024)

In the table, it can be seen that:

- The **Brand Awareness (X1)** variable has a reliability value of 0.643,
- The **Brand Image (X2)** variable has a reliability value of 0.723,
- The **Brand Trust (X3)** variable has a reliability value of 0.606,
- The **Purchase Intention (Y)** variable has a reliability value of 0.671.

All variables show a Cronbach's Alpha value greater than 0.60, indicating that they are reliable. Therefore, the questionnaires for these variables can be used for further research, as the items have proven to provide consistent answers.

### Classic Assumption Testing

#### *Normality Test*

The normality test in this study uses IBM SPSS Statistics 23 to perform the One-Sample Kolmogorov-Smirnov test. Data is considered normally distributed if the significance value is greater than 0.05.

**Table of Normality Test Results: One-Sample Kolmogorov-Smirnov Test**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	1.66290495
Most Extreme Differences	Absolute	.111
	Positive	.050
	Negative	-.111
Kolmogorov-Smirnov Z		1.105
Asymp. Sig. (2-tailed)		.174

**Source: Appendix, SPSS Output (2024)**

Based on the significance value of the One-Sample Kolmogorov-Smirnov test of  $0.174 > 0.05$ , it can be concluded that the data in this study is normally distributed.

#### *Multicollinearity Test*

The purpose of the multicollinearity test is to examine whether there is a correlation between independent variables in the regression model. To determine the presence of multicollinearity in the regression model, the Tolerance value

should be  $> 0.10$  or the Variance Inflation Factor (VIF) should be  $< 10$ . With the help of IBM SPSS Statistics 23 software, the results of the multicollinearity test are as follows:

**Table of Multicollinearity Test Results**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.513	2.725		1.656	.101		
	Total Brand Awareness	.385	.091	.409	4.234	.000	.777	1.286
	Total Brand Image	-.015	.084	-.018	-.183	.855	.773	1.294
	Total Brand Trust	.275	.096	.268	2.883	.005	.841	1.189

a. Dependent Variable: Total Interest Buying

**Source: Appendix, SPSS Output (2024)**

It is evident from the above table that:

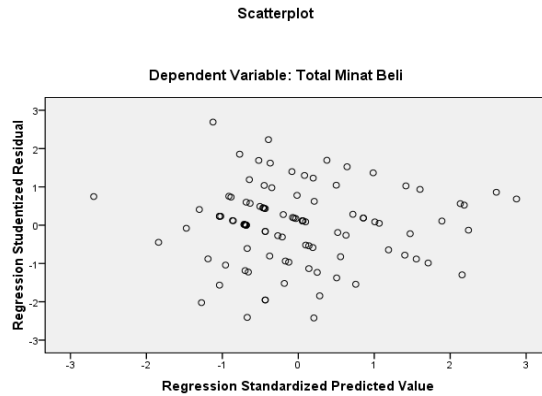
- The VIF for the Brand Awareness variable is  $1.286 < 10$ , and the tolerance value is  $0.777 > 0.10$ .
- The VIF for the Brand Image variable is  $1.294 < 10$ , while the tolerance value is  $0.773 > 0.10$ .
- The VIF for the Brand Trust variable is  $1.189 < 10$ , and the Tolerance value is  $0.841 > 0.10$ .

Therefore, it may be said that this study does not have multicollinearity, and if it does, the regression model is regarded as being good.

*Heteroscedasticity Test*

The scatterplot test is used to determine whether heteroscedasticity is present. If the scatterplot shows no discernible pattern (such as waves or widening and narrowing) and the dots are evenly distributed above and below the zero line on the Y-axis, heteroscedasticity is not evident. Regression models free of heteroscedasticity are considered to be of high quality. The

heteroscedasticity test in this study is carried out using scatterplots and IBM SPSS Statistics 23, as indicated below:



**Source: Appendix, Primary Data Processed (2024)**

The dots in the accompanying image are dispersed above and below the zero line on the Y-axis, and it is evident that there is no discernible pattern in the scatterplots (such as waves or widening and narrowing). Heteroscedasticity is therefore absent. The absence of heteroscedasticity suggests that the study's regression model is sound.

### *Multiple Linear Regression Analysis Results*

Multiple linear regression analysis is a statistical method used to determine the effect of independent variables on a dependent variable. The results of the multiple linear regression test using IBM SPSS Statistics 23 can be seen in the table below:

**Table of Multiple Linear Regression Analysis Results: Coefficients**

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.513	2.725		1.656	.101
	Total Brand Awarness	.385	.091	.409	4.234	.000
	Total Brand Image	-.015	.084	-.018	-.183	.855
	Total Brand Trust	.275	.096	.268	2.883	.005

a. Dependent Variable: Total Minat Beli

**Source: Appendix, SPSS Output (2024)**

Based on the results of the multiple linear regression test in Table 20, the regression equation obtained is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

The multiple linear regression equation obtained is:

$$\text{Performance of SMEs} = 4.513 + 0.385 X_1 - 0.015 X_2 + 0.275 X_3 + 2.725$$

The following can be understood from the multiple linear regression equation above:

1. The constant value of 4.513 shows that the Purchase Intention (Y) will equal the constant value of 4.513 in the event that Brand Awareness (X1), Brand Image (X2), and Brand Trust (X3) are all zero.
2. Brand Awareness's regression coefficient ( $\beta_1$ ) is 0.385. This implies that Purchase Intention is positively impacted by Brand Awareness. In other words, a positive direction indicates that Buy Intention rises in tandem with increased Brand Awareness, and vice versa when Brand Awareness falls.
3. Brand Image's regression coefficient ( $\beta_2$ ) is -0.015. This suggests that Purchase Intention is negatively impacted by Brand Image. Purchase Intention will decline in a negative direction if Brand Image rises, and vice versa if While purchase intention will rise, brand image will decline.
4. Brand Trust's regression coefficient ( $\beta_3$ ) is 0.275. This demonstrates how Purchase Intention is positively impacted by Brand Trust. A positive direction indicates that Buy Intention will rise in tandem with an increase in Brand Trust and will fall in tandem with a reduction in Brand Trust.

### ***Coefficient of Determination***

The coefficient of determination illustrates how much the combination of independent factors affects the dependent variable. A number nearer 1 indicates a stronger correlation, and a value nearer 0 indicates a weaker link.  $R^2$  has a value between 0 and 1. The results of the coefficient of determination test conducted with IBM SPSS Statistics 23 are as follows:

**Table of Coefficient of Determination Results: Model Summary**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.550 <sup>a</sup>	.303	.281	1.689

**Source: Appendix, SPSS Output (2024)**

The table presents the results of the Coefficient of Determination test, showing an  $R^2$  value of 0.303. This shows that the variables Brand Awareness, Brand Image, and Brand Trust combined account for 30.3% of the variance in the dependent variable, whereas other variables not included in this study account for 69.7% of the variance.

**F-Test**

Finding out if every independent variable in the model has a combined impact on the dependent variable is the goal of the F-test, also known as the simultaneous test. The independent variables have a significant combined influence on the dependent variable if the significance probability value is less than five percent. The F-test results using IBM SPSS Statistics 23 are as follows:

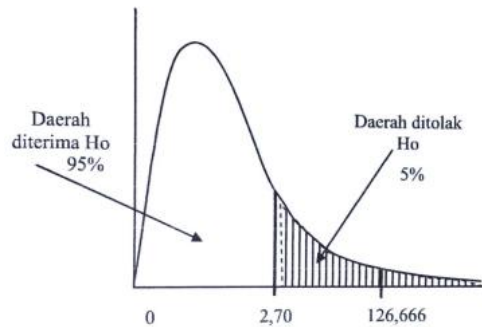
**Table of F-Test Results**

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.990	3	39.663	13.909	.000 <sup>a</sup>
	Residual	273.760	96	2.852		
	Total	392.750	99			

**Source: Appendix, Primary Data Processed (2024)**

With a significance value of  $0.000 < 0.05$  and an F-value higher than the F-table value ( $13.909 > 2.70$ ) as indicated by the F-test findings in the above table, the alternative hypothesis  $H_a$  is accepted and the null hypothesis  $H_0$  is rejected. This suggests that Purchase Intention (Y) is significantly influenced by Brand Awareness, Brand Image, and Brand Trust taken together. The following figure provides an illustration of this relationship.



**Figure 8: F-Test Curve**

### T-Test

To determine if each independent variable has a statistically significant impact on the dependent variable separately, the t-test (partial test) is utilized. In essence, the t-test shows the contribution of each independent or explanatory variable to the explanation of the variance in the dependent variable. Table 20 displays the t-test findings using IBM SPSS Statistics 23 as follows:

#### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.990	3	39.663	13.909	.000 <sup>a</sup>
	Residual	273.760	96	2.852		
	Total	392.750	99			

**Source: Appendix, Primary Data Processed (2024)**

### Effect of Brand Awareness on Purchase Intention

The incomplete test results indicate a 4.234 t-value.  $H_0$  is approved and  $H_1$  is rejected because the t-value is bigger than the t-table value ( $4.234 > 1.661$ ) and the significance value is  $0.000 < 0.05$ . This indicates that Excelso Coffee purchase intentions in Malang are positively and significantly influenced by brand awareness.

### Effect of Brand Image on Purchase Intention

The incomplete test results indicate a 4.234 t-value.  $H_0$  is approved and  $H_1$  is rejected because the t-value is bigger than the t-table value ( $4.234 > 1.661$ ) and the significance value is  $0.000 < 0.05$ . This indicates that Excelso Coffee purchase intentions in Malang are positively and significantly influenced by brand awareness.

### Effect of Brand Trust on Purchase Intention

The partial test results indicate a 2.883 t-value.  $H_{a3}$  is approved and  $H_{03}$  is rejected because the t-value is bigger than the t-table value ( $2.883 > 1.661$ ) and the significance value is  $0.005 < 0.05$ . This suggests that Excelso Coffee purchase intentions in Malang are positively and significantly influenced by brand trust.

## DISCUSSION

### *Effect of Brand Awareness on Purchase Intention*

The multiple linear regression test yielded a regression coefficient of 0.385 for the brand awareness variable. Consequently, there will be a 0.385 unit increase in purchase intention for every unit increase in brand awareness. This data points to a positive trend, suggesting that increased brand knowledge would increase customer purchase intention. The partial test results show that  $H_{a1}$  is accepted and  $H_{01}$  is refused because the t-value ( $4.234 > 1.661$ ) is more than the t-table value, with a significance value of  $0.000 < 0.05$ . This implies that purchasing intention is somewhat positively and noticeably impacted by brand awareness. The Excelso Coffee brand in Malang has a favorable correlation with purchase intention, according to the results of multiple linear regression. This implies that customers are more likely to want to make purchases when they are aware of a brand. This finding aligns with research conducted by Cindy Megasari Manik, Onan Marakali Siregar, and Sari R. (2022) that indicates a positive correlation between brand awareness and purchase intention.

### *Effect of Brand Image on Purchase Intention*

The multiple linear regression test yielded a regression coefficient of -0.015 for the brand image variable. This suggests that for every unit rise in brand image, purchasing intention will decrease by 0.015 units. This data shows that when brand image rises, consumer purchase intention declines, which is a negative conclusion.  $H_{02}$  is accepted and  $H_{a2}$  is rejected based on the partial test findings, which show a t-value less than the t-table value ( $-0.183 < 1.661$ ) with a significance value of  $0.855 > 0.05$ . This implies that purchase intention is not significantly, if at all, impacted by brand image. This finding supports previous research by Rosita & Tahmat (2021), which shows that brand image has little effect on purchase intention.

### *Effect of Brand Trust on Purchase Intention*

The multiple linear regression test yielded a regression coefficient of 0.275 for the brand trust variable. As a result, there will be a 0.275 unit increase in buy intention for every unit increase in brand trust. This data shows a good tendency, i.e., that consumer purchase intention will rise in concert with improved brand trust. Based on the partial test results, which show a t-value larger than the t-table

value ( $2.883 > 1.661$ ) with a significance value of  $0.005 < 0.05$ ,  $H_0$  is rejected and  $H_a$  is approved. This implies that purchasing intention is positively and significantly influenced by brand trust. The Excelso Coffee in Malang brand trust and purchase intention have a positive association, which is supported by the results of multiple linear regression. This implies that customers are more inclined to make purchases when they have greater brand trust. This outcome is also in line with research by Wonua, A. R., Ismanto, I., & Santi, S. (2023) and Firdausy, S. B. K., Maharani, D. D., & Sakti, D. B. (2024).

#### *Effect of Brand Awareness, Brand Image, and Brand Trust on Purchase Intention*

The study shows an F-value of 13.909 and an F-table value of 2.70. The results of the F-test show that the F-value ( $13.909 > 2.70$ ) is greater than the F-table value, indicating that  $H_0$  and  $H_a$  are rejected. This suggests that brand awareness, brand image, and brand trust all had a strong positive impact on Excelso Coffee purchase intention in Malang at the same time. The simultaneous impact implies that brand awareness, brand image, and brand trust all work together to affect purchase intention. The coefficient of determination test results show a value of 0.303. This indicates that 30.3% of the variation in customer purchase intention can be explained by the factors of brand awareness, brand image, and brand for Excelso Coffee in Malang.

## **CONCLUSIONS**

The research named "The Effect of Brand Awareness, Brand Image, and Brand Trust on Purchase Intention for Excelso Coffee in Malang" has reached the following conclusions based on its findings and discussion:

1. Brand Awareness: The study demonstrates that Excelso Coffee purchase intentions in Malang are positively and significantly impacted by brand awareness. This suggests that purchasing intention rises along with brand awareness.
2. Brand Image: According to the survey, consumers' intentions to buy Excelso Coffee in Malang are unaffected by brand image. This indicates that consumers' intentions to purchase Excelso Coffee are unaffected by the brand's reputation.
3. Brand Trust: The research indicates that there are favorable had a substantial impact on the desire to buy Excelso Coffee in Malang. This suggests that increased purchase intention is a direct result of improved brand trust.
4. Simultaneous Effect: Research indicates that purchase intention is influenced simultaneously by brand awareness, brand image, and brand trust. This suggests that these variables collectively affect consumer buying intention

## RECOMMENDATIONS

Based on the research results and conclusions, the following recommendations are made to benefit the relevant parties:

1. **Focus on Brand Awareness and Brand Trust:** The study indicates that brand awareness and brand trust significantly affect consumer purchase intention. Therefore, the company should pay attention to these aspects and develop strategies to enhance both brand awareness and trust.
2. **Increase Brand Image Promotion:** The responses reveal that some respondents are not familiar with the brand image of Excelso Coffee, especially in Malang. In light of this, the company should take the initiative to intensify its promotional efforts through various media channels to improve brand visibility and image.
3. **Consider Additional Independent Variables:** To gain a more comprehensive understanding of factors affecting purchase intention, it is recommended to include other independent variables in future studies, such as location, promotion, price, and consumption experience.

## FURTHER STUDY

There are several limitations in the conduct of this research, which are as follows:

1. **Limited Scope of Study:** The research was only conducted with a subset of Excelso Coffee customers in Malang, and thus may not fully represent the influence of brand awareness, brand image, and brand trust on the purchase intention of Excelso Coffee more broadly.
2. **Distribution Method:** The distribution of the questionnaire was carried out via Google Forms, which limits the ability of the researcher to directly observe the respondents' sincerity and accuracy in filling out the questionnaire.

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