

The Influence of Brand Image, Price, and Product Quality on the Purchase Decision of Kopiko 78°c at PT. XYZ

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ABSTRACT

The intense competition among companies engaged in the packaged coffee beverage sector encourages companies to have reliable strategies in order to be able to increase business growth and win marketshare. This study aims to analyze the effect of brand image, price and product quality on purchasing decisions for packaged beverage products Kopiko 78°C at PT. XYZ. The subject of this research is the consumer, PT. XYZ; as many as 100 consumers were used as samples. This research is descriptive and verifiable. The data collection procedure in this study used a literature study and field studies (questionnaires and interviews). The instrument testing method uses validity and reliability tests. Methods of data analysis using multiple linear regression analysis, correlation coefficient analysis, analysis of the coefficient of determination, and significance tests simultaneously and partially. The results showed that the brand image, price and product quality were in a good category. Partially and simultaneously, brand image, price and product quality have a positive and significant effect on purchasing decisions.

INTRODUCTION

Business development in the 21st Century era has developed very rapidly and experienced a continuous metamorphosis causing competition between companies to become increasingly fierce and competitive. Companies are required to be able to continue to develop so as to be able to face the existing competition to produce products that can be accepted and used by consumers. One of them is in the packaged coffee or beverage industry business ready to drink (RTD). This can be seen from the many competitors that have sprung up to enliven the market that are competing to offer uniqueness and added value from the products that will be offered to the public.

If the company has established a marketing strategy, consumers will learn, try, and accept the product. The process of consumer acceptance of a product will be implemented in the form of a purchase decision. According to Kotler and Armstrong (2016: 177), purchasing decisions are part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and wants. Purchase decisions occur starting with certain factors.

According to Kotler and Armstrong, (2014: 159-174), purchasing decisions are influenced by four factors, namely cultural factors, social factors, personal factors and psychological factors with purchasing decision indicators in the form of product choice, brand choice, dealer choice, time and amount purchase (Tjiptono, 2014: 184). Kotler and Keller, (2013: 82) argue that a known brand, appropriate price and good product quality will be easily accepted by consumers.

According to Kotler and Keller (2013: 82), brand image is a description of the extrinsic properties of a product or service, including the way brands try to meet the psychological or social needs of customers with an understanding of the brand as a whole. According to Kotler and Armstrong (2015: 50), price is the amount of money that is sacrificed for a good or service, or the value of a consumer that is exchanged for benefits or ownership or use of a product or service. According to Kotler and Armstrong (2016: 116), states that product quality is a potential strategic weapon to beat competitors, so that only companies with the best product quality will grow rapidly, and in the long term these companies will be more successful than other companies. .

PT. XYZ is a company that produces ready-to-consume packaged beverages. The product they produce is Kopiko 78°C flavor Mochareta, Latte and Caramel Whipped. Similar competitors currently circulating include products Good Day, Nescafe, Ichitan Cold Brew Coffee, Kapal Api Signature, dll.

Of the many similar products, it is suspected that the sales of Kopiko 78°C did not reach the sales target. The sales data of PT. XYZ can be seen in the following table:

Table 1. Sales Achievement of PT. XYZ, 2021

No	Month	Sales		Target Achievement (%)	Information
		Target (Rp)	Realization (Rp)		
1	January	17.237.186	15.329.367	88,93	Not achieved
2	February	15.151.591	13.519.522	89,23	Not achieved
3	March	27.675.950	24.917.966	90,03	Not achieved
4	April	23.145.633	23.614.648	102,03	Achieved
5	May	22.584.968	23.460.095	103,87	Achieved
6	June	34.060.101	34.781.281	102,12	Achieved
7	July	18.043.760	19.285.195	106,88	Achieved
8	August	23.900.300	24.759.051	103,59	Achieved
9	September	30.392.315	26.907.961	88,54	Not achieved
10	October	25.751.693	23.252.686	90,30	Not achieved
11	November	28.983.514	25.107.581	86,63	Not achieved
12	Desember	21.037.508	18.236.120	86,68	Not achieved
Amout		287.964.519	273.171.473		
Average		23.997.043	22.764.289	95	Not achieved

Source: PT. XYZ, 2021

Based on Table 1, it can be seen that the average achievement of Kopiko sales is 78°C in 2021 at PT. XYZ is only 95% or does not reach the target. The unachieved sales target is thought to have been caused by the large number of similar new products so that purchases of Kopiko 78°C products decreased.

According to Tjiptono (2014: 184), one indicator of a purchasing decision is a brand choice. Therefore, companies must pay attention to the brand image of these products to influence consumers in choosing and buying the products offered. To find out that consumer purchasing decisions are thought to be influenced by brand image, the authors conducted a preliminary survey of 30 consumers with the results showing that the majority (60%) of consumers considered that brand image which includes maker image, product image and user image was not good.

In addition to brand image, purchasing decisions are thought to be influenced by price, so the authors conducted a price comparison research for Kopiko 78°C products with competitors' products. It was found that the price of competing products has a lower price compared to the Kopiko 78°C product.

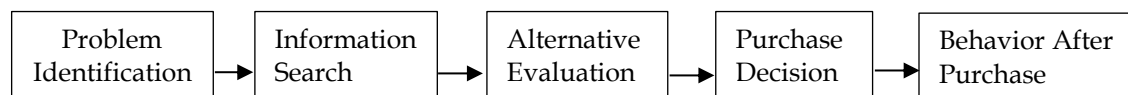
Then apart from price, product quality is also thought to influence purchasing decisions, so a preliminary survey was conducted on 30 consumers to find out responses and ratings regarding product quality and the results showed that most (58%) consumers considered that the quality of kopiko products was not good so consumers were reluctant to choose The product is due to the Kopiko 78°C product not meeting consumer expectations.

LITERATURE REVIEW

According to Assauri (2018: 13), marketing management is a decision-making process based on marketing concepts and management processes that include analysis, planning, implementation of policies, strategies and tactics, and control. Marketing management is very important in a company for decision making based on the marketing concept.

According to Kotler and Armstrong (2016: 177), purchasing decisions are part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and wants. Purchase decisions occur starting with certain factors. According to Kotler and Armstrong, (2014: 159-174), purchasing decisions are influenced by four factors, namely cultural factors, social factors, personal factors and psychological factors with purchasing decision indicators in the form of product choice, brand choice, dealer choice, time and amount purchase (Tjiptono, 2014: 184).

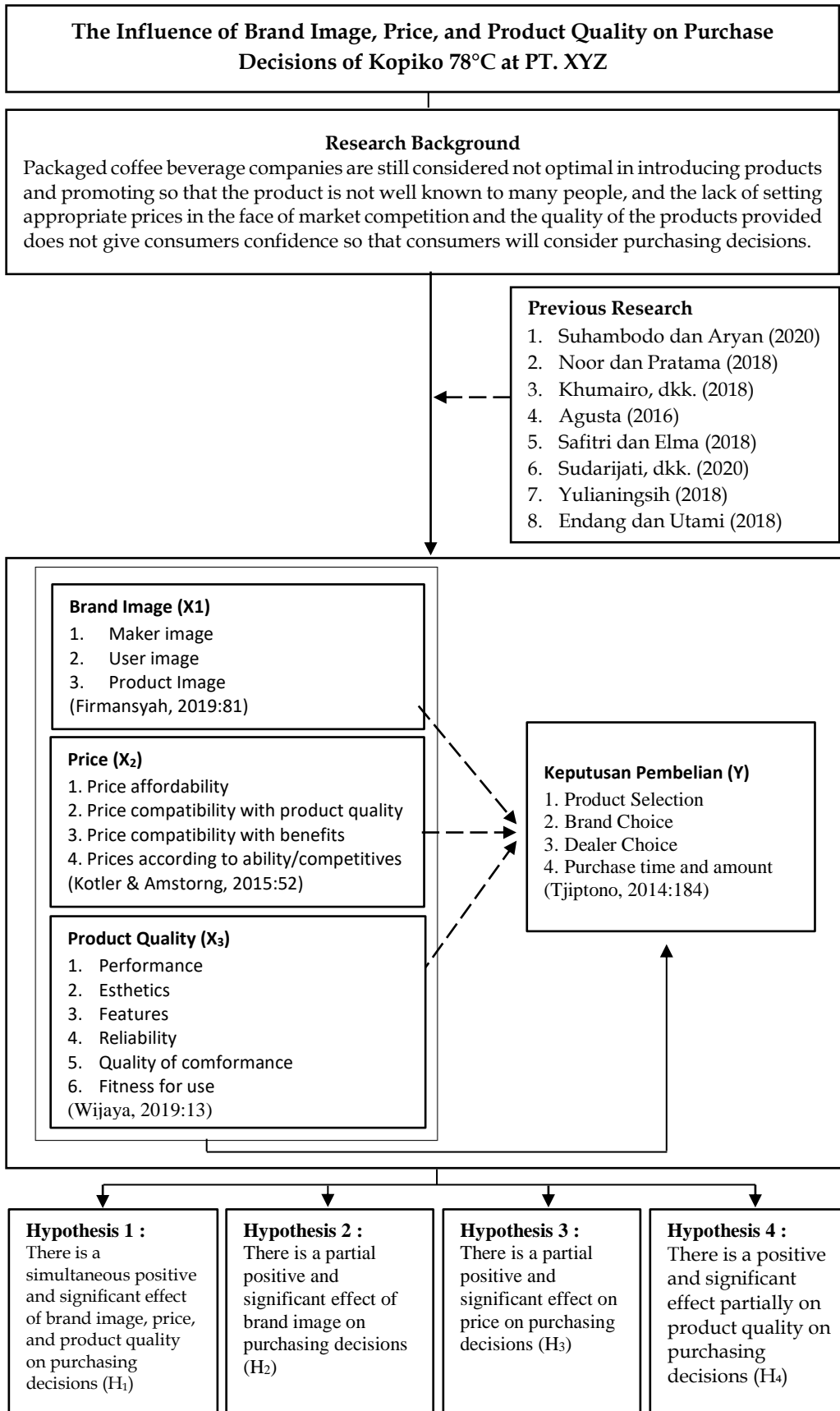
The decision to buy a product, both goods and services, arises because of an emotional impulse from within and influences from outside. Smart companies seek to understand the consumer buying decision process which is done by stages. According to Kotler and Keller (2016: 195), the steps in this buying decision process are:



Picture 1. Purchase Decision Steps
Source: Kotler dan Keller, (2016:195)

If the consumer in making a purchase is not satisfied with the product he has purchased, then there are two possibilities that the consumer will make. First, by leaving or the consumer does not want to make a repeat purchase. Second, consumers will seek additional information about the product they have purchased to strengthen their stance on why they chose that product so that dissatisfaction can finally be reduced.

The form of this research is descriptive and verification with data collection procedures using library research and field studies (questionnaires and interviews). The subjects of this research are consumers of PT. XYZ as many as 100 consumers are sampled. In general, the research method can be seen in the flowchart of the framework as follows :



Picture 2. Conceptual Framework

METHODOLOGY

This research was conducted to obtain an overview of the effect of brand image, price and product quality on purchasing decisions of Kopiko 78°C at PT. XYZ. The approach used in this study is a mixed method approach. According to Sugiyono (2017: 52), the mixed method is a research method that combines or combines quantitative methods with qualitative methods to be used together in a research activity, in order to obtain data that is more comprehensive, valid, reliable, and objective. This research method uses descriptive and verification research types.

The operationalization of the variables in this study are variables independent namely brand image (X_1), price (X_2), product quality (X_3) and variables dependent namely the purchase decision (Y). The measurement of variables in this study uses an ordinal Likert scale, namely a scale that shows differences in one category to another, but the difference is not a level difference but a level (Zulganef, 2008: 50).

The population in this study is the population of Bogor district in 2022 with a total of 5,385,219 people. According to Sugiyono (2017: 115), population is a generalized area consisting of objects or subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions. In this study, 100 consumers were used as samples based on calculations using the Yamane formula. The data used in this research is quantitative data, while the data sources used in this research are primary data and secondary data. The data collection technique that the author will use in this research is using library research and field studies (questionnaires and interviews). For research using primary data using research questionnaires, firstly testing the quality of the questionnaires is carried out by testing the validity, reliability and classic assumption tests by testing the instrument using the help of the IBM SPSS 26 program. The data analysis method used is linear regression analysis multiple, analysis of the correlation coefficient, analysis of the coefficient of determination and significance test simultaneously and partially.

RESEARCH RESULT

1. Validity test

According to Sugiyono (2014: 121), a validity test is carried out to find out how far a measuring device can measure what it wants to measure. Testing the validity in this study uses the product moment correlation formula proposed by Pearson in Supardi (2013: 169). If these results are obtained $r_{\text{count}} \geq r_{\text{table}}(0,3)$ then the data is valid means it is feasible to be used in hypothesis testing, whereas if $r_{\text{count}} < r_{\text{table}}(0,3)$ then the data is not valid means it is not feasible to be used in hypothesis testing. The validity test in this study was conducted on 100 respondents with the following results:

Table 2. Test the Validity of Brand Image Variables (X_1)

Variable	Indicator	Corellation (r_{count})	Resolution (r_{table})	Information
Brand Image (X_1)	X _{1.1}	0,728	0,3	Valid
	X _{1.2}	0,803	0,3	Valid
	X _{1.3}	0,738	0,3	Valid
	X _{1.4}	0,807	0,3	Valid
	X _{1.5}	0,730	0,3	Valid
	X _{1.6}	0,690	0,3	Valid
	X _{1.7}	0,874	0,3	Valid
	X _{1.8}	0,691	0,3	Valid

Source: Primary Data Processed, 2023

Based on Table 2, it can be seen that the results of the validity test on the brand image indicator (X) show that the 8 indicators are declared valid according to the $r_{\text{count}} \geq r_{\text{table}}$ (0,3). The validity test on price indicators is as follows:

Table 3. Price Variable Validity Test (X_2)

Variable	Indicator	Corellation (r_{count})	Resolution (r_{table})	Information
Price (X_2)	X _{2.1}	0,843	0,3	Valid
	X _{2.2}	0,894	0,3	Valid
	X _{2.3}	0,876	0,3	Valid
	X _{2.4}	0,904	0,3	Valid
	X _{2.5}	0,706	0,3	Valid
	X _{2.6}	0,856	0,3	Valid
	X _{2.7}	0,902	0,3	Valid
	X _{2.8}	0,653	0,3	Valid
	X _{2.9}	0,758	0,3	Valid

Source: Primary Data Processed, 2023

Based on Table 3, it can be seen that the results of the validity test on the price indicator (X_2) show that the 9 indicators are valid according to the $r_{\text{count}} \geq r_{\text{table}}$ (0,3). The validity test on product quality indicators is as follows:

Table 4. Test the Validity of Product Quality Variables (X_3)

Variable	Indicator	Corellation (r_{count})	Resolution (r_{table})	Information
Product Quality (X_3)	X _{3.1}	0,539	0,3	Valid
	X _{3.2}	0,702	0,3	Valid
	X _{3.3}	0,805	0,3	Valid
	X _{3.4}	0,730	0,3	Valid
	X _{3.5}	0,682	0,3	Valid
	X _{3.6}	0,676	0,3	Valid
	X _{3.7}	0,578	0,3	Valid
	X _{3.8}	0,520	0,3	Valid
	X _{3.9}	0,786	0,3	Valid
	X _{3.10}	0,581	0,3	Valid
	X _{3.11}	0,756	0,3	Valid
	X _{3.12}	0,576	0,3	Valid
	X _{3.13}	0,581	0,3	Valid
	X _{3.14}	0,720	0,3	Valid

Source: Primary Data Processed, 2023

Based on Table 4, it can be seen that the results of the validity test on the product quality indicator (X_3) are declared valid according to the provisions of $r_{\text{count}} \geq r_{\text{table}}$ (0,3). The validity test on the purchase decision indicator is as follows:

Tabel 5. Uji Validitas Variabel Keputusan Pembelian (Y)

Variabel	Indikator	Corellation (r_{hitung})	Ketetapan (r_{tabel})	Keterangan
Purchase	Y ₁	0,834	0,3	Valid
Decision (Y)	Y ₂	0,803	0,3	Valid
	Y ₃	0,841	0,3	Valid
	Y ₄	0,834	0,3	Valid
	Y ₅	0,800	0,3	Valid
	Y ₆	0,694	0,3	Valid
	Y ₇	0,780	0,3	Valid
	Y ₈	0,759	0,3	Valid
	Y ₉	0,872	0,3	Valid
	Y ₁₀	0,865	0,3	Valid
	Y ₁₁	0,716	0,3	Valid
	Y ₁₂	0,680	0,3	Valid

Source: Primary Data Processed, 2023

Based on Table 5, it can be seen that the results of the validity test on the purchasing decision indicator (Y₁) show that the 12 indicators are declared valid according to the $r_{count} \geq r_{table}$ (0,3).

2. Reliability test

According to Rochaety, et al. (2019:44), reliability means the trustworthiness of the results of a measurement. In this study, to find the reliability of the instrument using the formula Cronbach Alpha (α) with a fixed value of 0,6. The description of the results of the reliability test in this study is as follows :

Table 6. Reliability Test Results

Variable	Cronchbach Alpha (α)	Resolution	Information
Brand Image (X ₁)	0,905	0,6	Reliable
Price (X ₂)	0,957	0,6	Reliable
Product Quality (X ₃)	0,951	0,6	Reliable
Purchase Decision (Y)	0,945	0,6	Reliable

Source: Primary Data Processed, 2023

Based on Table 6 it can be seen that the results of the reliability test of all variables, namely brand image, price, product quality and purchasing decisions have value *Cronbach Alpha* (α) greater than 0,6. This shows that all indicators on the variables used in this study are declared reliable.

3. Classic assumption test

The classical assumption test is used to test linear regression assumptions with the aim of avoiding bias in data analysis and avoiding specification errors (misspecification) the regression model used (Rochaety, 2019: 176). The test used in the classical assumptions, among others:

a. Normality test

The normality test aims to test whether in a linear regression model, the dependent variable and independent variables both have a normal distribution or not (Rochaety, et al. 2019: 177). The normality test results in this study are as follows :

Table 7. Results of the Normality Test of the One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{ab}	Mean	,0000000
	Std. Deviation	5,19080042
Most Extreme Differences	Absolute	,077
	Positive	,058
	Negative	-,077
Test Statistic		,077
Asymp. Sig. (2-tailed)		,144 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on Table 7 it can be seen that the results of the normality test have a significance value of 0.144. This shows that the significance value is greater than 0,05. So it can be concluded that the regression model has normally distributed data.

b. Multicollinearity Test

The multicollinearity test aims to test whether the regression model has a correlation between independent variables.

By using magnitudetolerance (a) andvariance inflation factor (VIF) if usingAlpha/tolerance = 5% or 0.05, then VIF = 5. The results of the multicollinearity test in this study are as follows:

Table 8. Multicollinearity Test Results

Model	Collinearity Statistic		Decision
	Tolerance	VIF	
Brand Image	0,445	2,246	Non- Multicollinearity
Price	0,447	2,239	Non- Multicollinearity
Product quality	0,993	1,007	Non- Multicollinearity

a. *Dependent Variable* : Purchase Decision

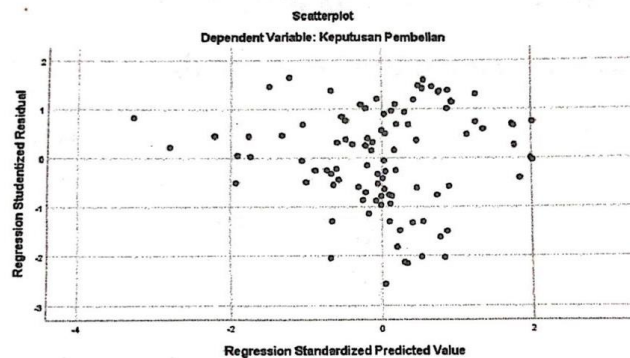
Source: Primary Data Processed, 2023

Based on Table 8 the results of the multicollinearity test show that the tolerance results for each variable are greater than 0,1 while the *variance inflation factor* (VIF) < 5, so it can be concluded that the regression model in this study does not contain multicollinearity.

c. Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is inequality in the regression modelvariance from the residual of one observation to another observation. The way that can be used to find out whether there are symptoms

of heteroscedasticity is to look at the graphscatter plot (Rochaety, et al. 2019: 181). The image of the data from the heteroscedasticity test results is as follows:



Picture 3. Heteroscedasticity Test Results

Source: Primary Data Processed, 2023.

Based on Figure 3. shows that the points or data on the graphscatter plot spread and do not form a clear pattern above or below the number 0 on Y. Therefore it can be concluded that the regression model does not have a heteroscedasticity problem.

4. Consumer Characteristics Summary

Based on the results of a questionnaire regarding the characteristics of PT. XYZ, the following is a recapitulation of the dominant characteristics:

Table 9. Recapitulation of Dominant Consumer Characteristics

No	Criteria	Dominant Characteristics	Number (people)
1	Gender	Man	62
2	Marital status	Marry	51
3	Age	26 - 35 Years	33
4	Education	Masters	62
5	Work	Private Officer	57
6	Income	3 Million - 5 Million	79
Amount			100

Source: Primary Data Processed, 2023.

5. Recapitulation of Consumer Responses to Brand Image Variables (X_1)

The recapitulation of consumer responses to brand image variables is as follows:

Table 10. Recapitulation of Consumer Responses to Brand Image Variables (X_1)

No	Indicator	Average	Criteria	Interpretation
1	Maker image	3,55	Good	PT. XYZ is believed to have given consumers confidence in the products they sell, in terms of quenching thirst with popular products that are easily remembered by the public.
2	User Image	3,67	Good	PT. XYZ has provided satisfaction with the benefits provided and given consumers confidence in the composition of products that are safe for consumption in terms of increasing energy intake and thirst quenching.
3	Product	3,80	Good	PT. XYZ has been able to give confidence to

Image	consumers with products that are safe for consumption.		
Brand Image Variable Rating (X₁)	3,67	Good	Brand Image at PT. XYZ is able to provide trust to consumers such as the benefits provided, safe consumption to quench thirst and increase energy intake and provide unique packaging as a consumer attraction.

Source: Data processed, 2023.

6. Recapitulation of Consumer Responses to Price Variable (X₂)

The recapitulation of consumer responses to brand image variables is as follows:

Table 11. Summary of Consumer Responses to Price Variable (X₂)

No	Indicator	Average	Criteria	Interpretation
1	Price Affordability	3,89	Affordable	PT. XYZ provides standard product prices that are not much different from other similar products, according to consumer capabilities and product taste variations.
2	Price Compatibility with Product Quality	3,83	Affordable	PT. XYZ provides prices according to product quality at the price that consumers want.
3	Price Compatibility with Benefits	3,85	Affordable	PT. XYZ provides the price offered to have benefits according to needs, namely being able to quench thirst and increase energy so that you get benefits that are comparable to the price.
4	Prices According to Ability / Price Competitiveness	4,09	Affordable	PT. XYZ offers products according to consumers' purchasing power so that consumers will get satisfaction.
Price Variable Rating Average (X₂)		3,92	Affordable	The price set by PT. XYZ is affordable according to quality, benefits and capabilities consumer purchasing power.

Source: Data processed, 2023.

7. Recapitulation of Consumer Responses to Product Quality Variables (X_3)

The recapitulation of consumer responses to product quality variables is as follows:

Table 12. Recapitulation of Consumer Responses to Product Quality Variables (X_3)

No	Indicator	Average	Criteria	Interpretation
1	performance	3,82	Good	PT. XYZ has a product with an attractive appearance that will make consumers interested, with a clear composition that makes the Kopiko 78°C product taste good enough for consumers.
2	esthetics	3,66	Good	PT. XYZ has products with attractive designs so that consumers will be interested like the design on the label.
3	features	3,73	Good	PT. XYZ offers products with different flavors, namely Kopiko 78°C flavormocharetta, Kopiko 78°C tasteLatte and Kopiko 78°C tasteCaramel Whipped, each of these different flavors has a different coffee aroma that can be chosen according to the wishes of consumers.
4	reliability	3,99	Good	PT. XYZ has ensured the quality of its products are safe for consumption, by clearly informing the product packaging label of Kopiko 78°C the composition used so that it has additional features according to needs, for example increasing energy intake for the body.
5	quality of comformance	4,18	Good	PT. XYZ has ensured that the bottle packaging complies with national standards. Business actors are very focused on product safety and packaging safely because with that the company gives satisfaction to new and old customers, with the desired taste and product design that is in accordance with other packaged coffee product design standards.
6	fitness for use	3,71	Good	PT. XYZ has given consumers confidence that this product can quench thirst, with the solutions provided to PT. Tirta Fresindo Jaya Plant Ciharang gives confidence in remembering a product that makes its own satisfaction.
Product Quality Variable Rating Average (X_3)		3,85	Good	The quality of the products provided by PT. XYZ is good, paying attention in terms of product quality, benefits, product safety, product uniqueness, design, so that consumers feel safe, confident and feel satisfied when consuming Kopiko 78°C products.

Source: Data processed, 2023.

8. Recapitulation of Consumer Responses to Purchase Decision Variables (Y)

The recapitulation of consumer responses to product quality variables is as follows :

Table 13. Recapitulation of Consumer Ratings Regarding Purchase Decisions (Y)

No	Indicator	Average	Criteria	Interpretation
1	Product Selection	3,99	High	PT. XYZ has given consumers confidence that the products produced have appropriate benefits so as to create a good brand image for the company, and offer quite affordable prices for consumers.
2	Brand Choice	3,70	High	Some consumers of PT. XYZ chooses or buys products based on the recommendations of friends who have made repeated purchases because these recommendations can make them confident about a product, so that consumers feel that Kopiko 78°C products are better than other brands of packaged coffee because the brands are well-known.
3	Dealer Choice	3,67	High	Some consumers of PT. XYZ makes purchases through the nearest dealer because consumers say that if PT. Tirta Fresindo Jaya Plant Ciherang has the closest dealer in the area where each consumer lives, so consumers choose to make purchases at the closest distance to save time and costs incurred and can easily <i>delivery order</i> , buying products at distributors will get cheaper prices than buying directly at PT. XYZ.
4	Purchase Time and Amount	3,70	High	Some consumers of PT. XYZ said that the products purchased are done once a month in the amount of more than 1 (one) carton because some consumers spend the products sold or stock at home for a month, while at the <i>timeweekday</i> consumers buy only per piece because it is to increase energy intake at work and some consumers make purchases in large quantities only on the basis of promotions because that is the opportunity consumers want to resell a product at a price below the usual price.
Average Rating Variable Purchase Decision (Y₁)		3,77	High	Purchasing decisions occur in consumers of PT. XYZ for being able to meet his needs.

Source: Data processed, 2023.

9. Results of Multiple Linear Regression Analysis

Based on the calculation of multiple linear regression analysis using the SPSS 26 tool, the following table results of the calculation :

Table 14. Multiple Linear Regression

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	11.245	6.439		1.746	.084
1 Brand Image	.649	.156	.396	4.149	.000
Price	.523	.114	.436	4.572	.022
Product quality	.098	.071	.103	1.715	.019

a. *Dependent Variable:* Purchase Decision (Y)

Source: Primary Data Processed, 2023

The results of the multiple regression above show that the independent variables namely brand image (X_1), price (X_2) and product quality (X_3) have a positive effect on the dependent variable namely purchase decision (Y) Kopiko 78°C at PT. XYZ. Where every increase that occurs in the independent variable will also be followed by an increase in the dependent variable.

10. Results of Multiple Correlation Analysis

The magnitude of the correlation or relationship between the independent variables consisting of brand image (X_1), price (X_2), and product quality (X_3) with the dependent variable purchase decision (Y) Kopiko 78°C at PT. XYZ is by looking at the value of R in the following table :

Table 15. Results of Multiple Correlation Coefficient Analysis of the *Summary Model*

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	0,781 ¹	0,611	0,598	5,27128

a. *Predictors:* (Constant), product quality, brand image

Source: Primary Data Processed, 2023

Based on Table 15 the R value or correlation is 0.781 which shows that the correlation number is 0.781 in the strong category, so the relationship between the three variables is unidirectional and strong, meaning that the higher the brand image, price and product quality, the purchasing decision will increase.

11. Results of Analysis of the Coefficient of Determination (R^2)

Based on Table 15, the R Square value is 0.611 or 61,1%. This shows that the percentage of influence of brand image variables (X_1) price (X_2) and product quality (X_3) on purchasing decisions (Y) Kopiko 78°C at PT. XYZ is in the moderate category or according to Hair et al (2011: 5) the effect of the independent variables on the dependent variable is quite strong. While the remaining 38,9% is influenced by other variables not examined, such as cultural factors, social factors, personal factors and psychological factors. (Kotler and Keller, 2014: 11).

12. Simultaneous Test Results (F-Test)

The results of the calculation of the F test are obtained through the analysis table Variance (Anova) is as follows:

Table 16. Simultaneous Regression Testing ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	4170.294	3	1390.098	50.028	0.000 ^b
1 Residual	2667.496	96	27.786		
Total	6837.790	99			

a. *Dependent Variable:* Purchase Decision

b. *Predictors:* (Constant), Product Quality, Price, Brand Image

Source: Primary Data Processed, 2023

Based on Table 4.31 obtained Fcount of 50.028 greater than Ftable (50.028 > 2.69) it can be concluded that Ho is rejected and Ha is accepted, with a 90% confidence level, the independent variables Brand image, price and product quality on purchasing decisions.

13. Partial Test Results (t-test)

The recapitulation of the results of partial hypothesis testing (t test) is as follows :

Table 17. Recapitulation of Partial Hypothesis Testing Results (t-test)

Variabel	fcount	ttable	Sig.	α	Decision	Conclusion
Brand Image (X ₁)	4,149	1,661	0,000	0,05	Ha ₁ accepted	Positive and significant influence
Price (X ₂)	4,572	1,661	0,000	0,05	Ha ₂ accepted	Positive and significant influence
Product Quality (X ₃)	1,715	1,661	0,019	0,05	Ha ₃ accepted	Positive and significant influence

Source: Primary Data Processed, 2023

Based on Table 17, the results show that all Ha has a positive and significant effect on purchasing decisions.

DISCUSSION

Based on the results of research and hypothesis testing that has been done regarding the effect of brand image, price, and product quality on purchasing decisions of Kopiko 78°C at PT. XYZ obtained consumer responses to brand image (X₁), price (X₂), product quality (X₃) and purchasing decisions (Y) in the good category. Simultaneous and partial test results show that brand image, price, and quality have a positive and significant effect on the purchase decision of Kopiko 78°C at PT. XYZ.

CONCLUSIONS AND RECOMMENDATION

The conclusions from the results of this study in the form of brand image, price and product quality of Kopiko 78°C are in the good category and brand image, price and product quality have a positive and significant influence on purchasing decisions either simultaneously or partially. Recommendations for related parties are:

1. Based on the brand image that needs to be considered by PT. XYZ is on the image maker image indicator where the company's product popularity is still low, by keeping the company's products popular in promoting and product quality to avoid unwanted things, for example product quality that does not match consumer expectations, trust in consumers such as benefits that are administered, and safe for consumption.
2. Based on the price that needs to be considered by PT. XYZ is found in the price conformity indicator with product quality which has the lowest score so that it is necessary to adjust prices and improve product quality according to what consumers want so that they can meet company targets.
3. Based on product quality, PT. XYZ has a low aesthetic indicator, what can be done is to make new packaging and sizes for the product to be even more attractive so that consumers are increasingly interested and curious about the shape of the packaging and sizes that are different from other similar products.
4. Based on the purchase decision, PT. XYZ is found in the dealer choice indicator with the lowest value, namely the need to provide the nearest dealer in the area where each consumer lives so that consumers can make purchases at the closest distance to save time and costs incurred and provide delivery orders to provide convenience to consumers in making purchases so that orders are very easy to deliver according to the customer's location.

ADVANCED RESEARCH

For those who will conduct further research, other variables that can influence purchasing decisions can be added, including cultural factors, social factors, personal factors and psychological factors in order to obtain better results.

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