Increasing Purchasing Decisions on Starbucks Coffee Customers in Depok City Indonesia

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Abstrak
Tujuan penelitian ini adalah untuk menganalisis pengaruh citra merek, kualitas produk secara simultan dan parsial terhadap keputusan pembelian konsumen Starbucks Coffee di Kota Depok. Responden dalam penelitian ini adalah konsumen Starbucks Coffee di Kota Depok, metode analisis yang digunakan adalah regresi. Hasil penelitian menyatakan bahwa pengaruh Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian secara simultan mempunyai pengaruh yang signifikan. pengaruh citra merek terhadap keputusan pembelian secara parsial mempunyai pengaruh yang signifikan dan pengaruh kualitas produk terhadap keputusan pembelian juga mempunyai pengaruh yang signifikan.

Kata kunci: Kualitas Produk, Harga, Kepetusan Pembelian

***Abstract**
The purpose of this study was to analyze simultaneously and partially the effect of brand image, product quality on purchase decision Starbucks Coffee consumers in Depok City. Respondents in this study were the consumers of Starbucks Coffee in Depok City, the analytical method used was regression. The results of the study stated that the influence of brand image and product quality on Purchase Decision simultaneously have a significant influence. the influence of brand image on purchase decision partially have a significant influence and the influence of product quality on purchase decision also have a significant influence.*

Keywords: *Product Quality, Price, Purchase Decision*

INTRODUCTION

Enjoying coffee is a must for coffee lovers, various ways and efforts of coffee lovers to enjoy a cup of coffee with the desired taste. In fact, not infrequently coffee lovers are willing to sacrifice quite a lot of money from the price set by the coffee shop to be able to enjoy coffee with a classy taste, of course with luxurious service too. Therefore, many coffee shops are made and designed with interesting concepts that make visitors not only enjoy their coffee but melt into the atmosphere that surrounds them.

Starbucks Corporation is a coffee company and global coffee shop brand from the United States, headquartered in Seattle, Washington, which has been established since 1971. Starbucks Coffee is the largest coffee shop company in the world, with more than 20,336 stores in 61 countries, including 326 stores in Indonesia and one of its shops which is quite busy is in the city of Depok. Starbucks sells hot and cold drinks from variants of processed coffee drinks. In order to establish good relations between the company and consumers, Starbucks implements a segmenting-based Starbuck marketing strategy, which is a strategy based on a

strong analysis of the conditions of segmentation of the specified target consumers. Through various strong considerations and assessments, creative marketing efforts are made based on the conditions of consumer segmentation.
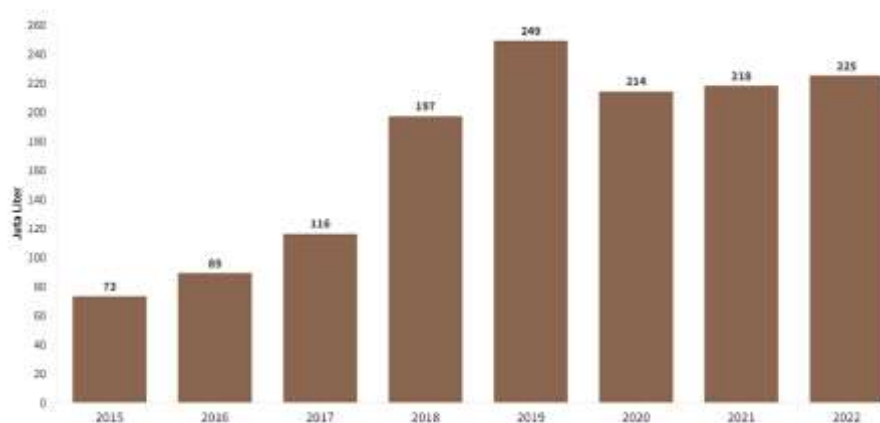

Figure 1. Graph of ready-to-drink coffee sales in Indonesia
Source : katadata.id

Kotler and Armstrong (2014) explain purchasing decisions as the stages of the buyer's decision making where an individual decides to actually buy the product under consideration. In line with that, Djatmiko and Pradana (2016) stated that the purchasing decision-making process is the stage where consumers actually buy the product. Setiadi (2010) defines a decision that involves a choice between two or more alternative actions or behaviours. Decisions always require a choice between several different behaviours. A consumer who wants to make a choice, then he must choose an alternative choice. If the consumer does not choose an alternative choice, then this is not a situation where the consumer makes a decision.

Purchasing decision indicators according to Kotler (2014) stability in a product. Consumers in making purchasing decisions will choose one of several alternatives that exist. The choice is based on quality, quality, affordable price, many choices and other factors that can strengthen the customer's desire to buy a product, whether the product really wants to be used and needed. 2). Habits in buying products. Consumer habits in buying products also affect purchasing decisions. Consumers will feel that the product is too attached to their mind because they already feel the benefits of the product, therefore consumers will feel uncomfortable if they try a new product and have to readjust it, so they will tend to choose products they normally use. 3). Give recommendations to others. Consumers in making purchasing decisions, if consumers get benefits that are in accordance with a product, then consumers will recommend the product to other people and consumers want other consumers to also feel that the product is very good and better than other products. 4). Make repeat purchases. Consumer satisfaction in buying and using a product will cause consumers to repurchase the product, if consumers feel that the product is suitable and in accordance with what consumers want and expect.

According to Kotler and Armstrong (2012), quality is the condition of products related to goods and services which include performance, reliability, features,

durability, and beauty that meet or even exceed one's expectations. In general, product quality is one way for companies to dominate the market. Meanwhile for society, quality is a measuring tool as well as a way for someone to achieve satisfaction. While the product is one of the four marketing mix variables, apart from price, distribution and promotion whose existence is very important, because a product is something or object offered to the market to meet customer needs and wants. According to Kotler & Keller (2012), "Product quality is something that can be offered to the market to be noticed, owned, used or consumed so as to satisfy a want or need. Products produced by a company can consist of three components, namely goods (goods), services (services) and ideas (ideas). In an effort to attract potential customers' buying interest, quality products must be made, especially in meeting consumer expectations so that they become satisfied and loyal to the company.

According to Tjiptono (2015), in evaluating satisfaction with certain products, services or companies, consumers generally refer to various factors or dimensions. Factors that are often used in evaluating satisfaction with a manufactured product. is 1). Performance, which relates to the basic operating characteristics of a product. 2). Additional features or features, namely product characteristics designed to enhance product functions or increase consumer interest in the product.

Brand is an umbrella to represent the commodities produced by a company. The success of a company in managing its brand makes the products they produce have clear, sustainable, and more valuable distinguishing characteristics in the eyes of consumers. when a brand (brand) already has the power of attraction, then consumers will consider choosing a brand on the brand (brand).

Brand image is the result of a consumer's assessment or view of a brand that is good or bad. This is based on consideration or settlement by comparing the differences found in several brands, so that the offer is in accordance with consumer needs. The brand image represents the overall perception of the brand and is formed from past information and experiences with the brand. Kotler and Keller (2012:263-264) argue that brand image is "*Perception and beliefs held by consumer. As reflected in the associations held in consumer memory*". Similarly, the understanding of brand image according to (Kotler and Armstrong 2013: 233) *"the set of belief held about a particular brand is known as brand image".*

Modern products cannot be imagined without brands, however, brands represent consumer perceptions and sentiments about a product and its performance (Kotler & Armstrong, 2013). It is a well-known fact that brands are very important to influence consumer loyalty and their buying behavior in the marketing process. Businesses benefit from the power of brands to build strong bonds with their consumers. The consumer side can get information about products and companies just by looking at the brand. Brands reflect the personality and image of the products they represent. This reflection in the minds of consumers shapes their buying behavior (Perreault et al., 2008).

According to Aaker and Biel in Supangkat (2017) The indicators that form brand image are 1). Corporate image (corporate image), is a set of associations that consumers perceive of companies that make a particular product or service. In improving the company's capabilities and corporate networks, the company must

maintain things such as popularity, a company that is known and liked by many people, the innovation of a company that can compete with its competitors and services, the way the company serves its customers with extensive knowledge of a product that is it generates. And the location of the company, the place where a company operates and carries out its business activities. 2). Image of the user (user image) is a set of associations that consumers perceive of users who use a product or service. User image can be shown by: age, social class, occupation. 3). Product image (product image) Product image is a set of associations that consumers perceive of a product or service. These associations are quality, price, convenience, types of products and benefits, the variety of products owned by the company or the latest or modern product models.

METHOD

This research is (explanatory research), namely social research whose purpose is to provide a little definition or explanation of the concepts or patterns used in research with a quantitative approach. The population in this study are Starbucks coffee consumers who live in the city of Depok. The data collection method in this study used a questionnaire. The measurement scale used in the questionnaire has a score between 1-5, the more it gets to 1, the more disagree the answer is, until the 5th means the answer strongly agrees. Samples were taken by purposive sampling method. The number of samples obtained in this study were 65 people. The data analysis method used is regression.

RESULT AND DISCUSSION

RESULT

The validity test was used to test each research variable, where the entire research variable contained 15 statement items which were answered by 65 respondents. The criteria used in determining the validity of the statements used in this study are as follows: level of confidence = 95 percent (probability or $\alpha = 5\%$). Based on the analysis that has been done, the results of the validity test show valid, namely R - count is greater than r-table of 0.244.

Reliability Test Result

Reliability test to determine the extent to which the measurement results are reliable and consistent. In the following table of test results it is known that all variables have an alpha above 0.6 which means that all variables in this study are reliable.

Table 1: Reliability test result

Variable	Cronbach Alpha (α)	Critic Value	Note
Brand Image	0,868	0,6	Reliabel
Product Quality	0,875	0,6	Reliabel
Purchase Decision	0,865	0,6	Reliabel

Source: Primary Data

Based on Table 1 it can be explained that all existing statements from the variable product quality, brand image and purchasing decisions are reliable.

The results of multiple linear regression analysis

Table 2: The results of multiple linear regression analysis

Variable	Parameter					
	Mult. R	R Square	constant	Koef. Regresi	Sig.	α
Brand Image Product Quality	0.786	0.698	13.489	0.345 1.688	0.000	0.05
Significant Test						
F count > F table = 44.323 > 3.99						
Dependent Variable: Purchase Decision						

Source: Primary data 2023

Based on Table 2, the calculated F value of 44.323 is greater than the F table of 3.99, meaning that brand image and product quality have a positive and significant effect on the purchasing decisions of Starbucks coffee consumers in Depok City. The coefficient of determination (R^2) is 0.698, meaning that product quality and price contribute 69.8% to purchasing decisions among Starbucks coffee consumers in Depok City, while the remaining 30.2% is contributed by other factors not discussed in this study.

Brand image and product quality have a positive and significant effect on the purchasing decisions of Starbucks coffee consumers in Depok City at a significant level of 95%. The brand image regression coefficient is 0.345, meaning that if there is an increase in brand image, the purchasing decisions of Starbucks coffee consumers in Depok City will increase or vice versa assuming the quality does not change. The regression coefficient for product quality is 1.688, meaning that if there is an increase in product quality, the purchasing decisions of Starbucks coffee consumers in Depok City will increase or vice versa, assuming the brand image does not change.

Partial Test Results (Test -t)

Table 3. Partial Test Results (Test -t)

Variable	t-count	Sig
X1 (Brand Image)	5.745	0.001
X2 (Product Quality)	6.786	0.004
Dependent variable Purchasing Decision		

Source : Primary Data

Based on the results of table 3, the brand image variable (X1) has a positive and significant effect on purchasing decisions (Y) for Starbucks coffee in Depok city with a significance value of 0.001 <0.005. To test whether the influence of brand image on purchasing decisions is significant or not, a t-count test is performed compared to t-table with a confidence level ($α$) = 0.05, the result is t-table = 1.669 as seen from the t-distribution table (degrees of freedom = n – 2; (65 – 2 = 63), with a

two-party test). Based on the calculations above, it can be stated that the value of t count = 5.745 is greater than t table 1.669. This means that there is a positive and significant influence of product quality on the purchasing decisions of Starbucks coffee consumers in Depok city.

Product Quality Variable (X2) has a positive and significant effect on purchasing decisions (Y) on Starbucks coffee in Depok city with a significance value of 0.004 <0.005. To test whether the effect of product quality on purchasing decisions is significant or not, a t-count test is performed compared to t-table with a confidence level (α) = 0.05, the result is t-table = 1.669 as seen from the t-distribution table (degrees of freedom = n – 2; (65 – 2 = 63), with a two-party test). Based on the calculation above, it can be stated that the value of t count = 6.786 is greater than t table 1.669. This means that there is a positive and significant influence of product quality on the purchasing decisions of Starbucks coffee consumers in Depok city.

DISCUSSION

The Influence of Brand Image and Product Quality on Consumer Purchase Decisions of Starbucks Coffee in Depok City

Based on the results of research that brand image and product quality can encourage increased purchasing decisions of Starbucks Coffee consumers in Depok City. The results of this study are in line with the results of research conducted by Praba S (2011) and Amilia and Asmara (2017), which state that product quality and price can encourage an increase in purchasing decisions.

The Influence of Brand Image on Purchase Decisions of Starbucks Coffee Consumers in Depok City

Based on the results of the study that brand image can support increased purchasing decisions of Starbucks Coffee consumers in Depok City. This is because for the community product quality is a measuring tool as well as a way for someone to achieve satisfaction. The results of this study are in line with the results of research conducted by Ike Veneza (2017), which states that product quality can encourage increased purchasing decisions.

The Influence of Product Quality on Purchase Decisions of Starbucks Coffee Consumers in Depok City

Based on the results of the study that product quality can support increased purchasing decisions of Starbucks Coffee consumers in Depok City. This is because price is an important variable in marketing, where price can influence consumers in making decisions to buy a product. The results of this study are in line with the results of research conducted by Tamunu (2014), which states that product quality can encourage increased purchasing decisions.

CONCLUSION

Based on the research results, the following conclusions can be drawn: 1) Product quality and brand image can encourage increased purchasing decisions of

Starbucks Coffee consumers in Depok City. 2) Product quality can support an increase in consumer purchasing decisions for Starbucks Coffee in Depok City. 3). Brand image can support increased purchasing decisions of Starbucks Coffee consumers in Depok City. Based on this research, the researcher would like to provide some suggestions: 1) Starbucks' ready-to-drink coffee products currently have a good brand image and product quality that customers value as highly qualified. Companies can issue innovative products of various types of coffee while maintaining product quality that remains of high quality. 2) brand image must be maintained because this is one of the factors that causes consumers to buy Starbucks coffee products.

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