



## Consumer decision-making in the specialty coffee segment: investigating the interplay of brand image and perceived value among college students

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### ABSTRACT

Currently, market competition conditions are increasingly tight. This encourages Luwak White Koffie to continue to strengthen its brand image to achieve the highest position in the hearts of consumers with the strategies carried out. However, the strategy implemented by Luwak White Koffie still does not guarantee that Luwak White Koffie will become consumers' main choice when buying instant coffee. This research aims to determine the influence of brand image and perceived value on purchase decisions of Luwak White Koffie consumers. The methods used are descriptive methods and verification methods. In determining the sample technique using non-Probability Sampling techniques with a purposive sampling approach. In collecting primary data, researchers used consumer responses distributed through questionnaires regarding the Brand Image and Perceived value variables on Purchase Decisions for Luwak White Koffie consumers. The data analysis used in this research is Normality Test analysis, Multicollinearity Test at the 5% or 0.05 level, and the software application used to analyze primary data is IBM SPSS Statistics 27.0.1. The results of this research show that the F test or ANOVA test obtained a calculated f value of 128.820, then the ftable value with degrees of freedom in the numerator 2 and denominator 97 at  $\alpha$  (0.05) was 3.09. Next, the T test shows that tcount is 2.127 > ttable 1.984, which means Ho is rejected and Ha is accepted. It can be said that Brand Image is positive and significant in purchasing decisions. tcount 8.433 > ttable 1.984 which means Ho is rejected and Ha is accepted. It can be said that Perceived Value is positive and significant towards Purchase Decision. Thus, Brand Image and Perceived Value can influence the Purchase Decision for Luwak White Koffie products.

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## INTRODUCTION

The instant coffee packaging industry in Indonesia is experiencing significant growth. The emergence of new instant coffee brands that boldly offer a variety of flavors, products, and the latest innovations to coffee lovers indicates an increasingly fierce competition among packaged instant coffee producers. In Indonesia, the improvement of living standards and changes in the lifestyle of urban communities have led to changes in coffee consumption patterns, especially among teenagers. The younger generation usually prefers instant drinks, three-in-one coffee, and espresso drinks offered at cafes.

This certainly presents an opportunity for business players, especially in the food and beverage manufacturing sector, to create a coffee product that is favored by the public. With a very significant

opportunity, businesspeople are competing to launch their products under various brands to win the hearts of consumers. If the brand being built can become the top choice, the company must have distinctive characteristics to attract consumer interest in the marketed products. Thus, consumers can decide to purchase the product.

To compete, a company must maintain its market share by preserving and strengthening the brand image that has been created so that the brand becomes the top choice for consumers. One of the instant coffee brands available in the market is Luwak White Koffie. Kopi Luwak was originally the brand name of coffee owned by an entrepreneur from Semarang, Tan Hok Seng, which started in 1965. Initially, this coffee was sold at the traditional market in Semarang, using simple tools. Until they succeeded in becoming one of the producers of civet coffee under the company established under the name PT Java Prima Abadi.

According to Databoks Katadata, Kapal Api has become the most consumed packaged coffee over the past year, accounting for 66.2% of the total respondents. Second, Good Day with a percentage of 58.8%. Third, ABC Coffee with a percentage of 47.9%. And in fourth place, Luwak White Koffie with a percentage of 47.5%. This indicates that Luwak White Koffie has not yet become the market leader or the primary choice for consumers. According to [compas.co.id](https://www.compas.co.id), the top position is held by Good Day with sales of 5,400 products. In second place is Kapal Api with total sales of 5,000 products. Then, in third place is TOP Coffee with total sales of 4,800. Luwak White Koffie is in fourth place with total sales of 3,000 products. Lastly, Nescafe has total sales of 2,300 products. This indicates that Luwak White Koffie is still not very popular among consumers.

Certainly, this becomes the focal point for Luwak White Koffie, as this can influence consumer behavior in making purchasing decisions. Therefore, Luwak White Koffie must develop more careful strategies to retain its consumers, such as creating innovative strategies and ideas, expanding flavor options, and sponsoring various television events.

Based on previous research, purchase decision plays a very important role as it can increase profits for companies by enhancing the marketed products (Patel & Goyena, et al., 2019). The purchase decision is something that needs to be taken seriously because it is used by companies to create marketing strategies that will be implemented. (Muzadzi, dkk., 2019)

Students are one of the market segments for coffee producers, as it includes people from various backgrounds, especially young people with diverse purchasing interests and heterogeneous consumption power. This is also evident among students at STIE Ekuitas, where most of them consume coffee. Coffee has become the choice for students to accompany their late-night study sessions, especially when there are many assignments that need to be submitted soon. (Konsumsi dkk., 2020). Thus, STIE Ekuitas Bandung, with its students who are predominantly young people, becomes one of the very important market segments.

The low purchase decision in a company can be influenced by several factors, one of which is brand image. Brand image is an important factor for customers in choosing and determining a product or service. Brand image has a significant impact on consumers and can foster and support their purchasing decisions. Brand image becomes something very important for the company. Through a strong brand image, customers will have a positive assumption about the brand of the products offered by the company, so that consumers will not hesitate to buy the products that the company will offer. (Ambolau dkk., 2018).

In an era of intense competition, Luwak White Koffie must strengthen its brand image to restore its reputation, especially among the students of STIE Ekuitas Bandung, as brand image is crucial for the company. According to Kotler (2007), brand image is a set of beliefs about a brand. A good brand image will keep consumers confident in the results of the product. This perspective is what drives consumers to make repeat purchases of a product. Besides brand image, there are certainly other factors that influence purchase decisions, one of which is perceived value. According to (Pratminingsih & Astuty, 2017): "The value of a product holds an important role for consumers in making purchase decisions. Perceived value is a thorough evaluation of the usefulness of a product based on the perception of consumers on a number of benefits that will be obtained compared to the sacrifices they

made." This means that the value of a product plays a crucial role for consumers in making purchasing decisions. Perceived value is a comprehensive evaluation of the usefulness of a product based on consumers' perceptions of the benefits they will receive compared to the sacrifices they make.

Perceived value is something very important in understanding consumer behavior, as consumers' perceptions of value influence their purchasing decisions, which ultimately can create brand loyalty. Perceived value is one of the factors in determining consumer purchasing decisions regarding a product, as consumers will consider the benefits of a product before making a purchase. (Lara, dkk., 2022). This research aims to determine the influence of brand image and perceived value on the purchase decision of Luwak White Koffie consumers.

## LITERATURE RIVIEW

### Product Concept

According to Kotler and Armstrong (2017), a product is defined as anything that can be offered to a market to gain attention, acquisition, use, or consumption that may satisfy a desire or need. Products encompass more than just tangible items, such as cars, clothing, or mobile phones. Broadly defined, products also include services, events, people, places, organizations, and ideas or a mix of these.

### Brand

According to Kotler and Keller (2017), a brand is a symbol, sign, design, or a combination of these elements. These signs serve as identifiers for several business actors, distinguishing them from other competitors.

### Brand Image

Brand image is the consumer's perception of a brand based on the positive and negative aspects of the brand that are remembered by the consumer. (Keller & Swaminathan, 25 2020). The memory of the consumer is certainly shaped by their experience using the product or by the perceptions and opinions of other consumers. As expressed by Firmansyah (2019), brand image is a perception that arises in the minds of consumers when recalling a brand from a specific product range.

According to Keller & Swaminathan (2020:235), there are three dimensions that can serve as indicators of brand image, as follows.

1. Strength  
A product can be considered strong depending on the information conveyed by the company that can be remembered by customers and how that message is received, making it a part of the brand image.
2. Favorability  
Customers have a positive view of a brand due to their belief in goods or services that possess attributes aligned with their needs.
3. Uniqueness  
Uniqueness is one of the reasons why customers choose to purchase a particular item. Goods or services must have their own uniqueness to stand out from competitors.

### Consumer Behavior

According to Kotler and Keller (2016), consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

### Factors Influencing Consumer Behavior

- a) Internal Factors
- b) Perception

Observation or perception, according to (Dharmmestha and Handoko, 2016: 83), is a process formed from the relationship of sensory activities (seeing, hearing, smelling, tasting) towards an event that is projected by the individual into a specific representation. The observation process encompasses all marketing variables. Consumers have perceptions of products, price, advertising, and sales.

### **The Concept of Perception**

Perception is a process that is preceded by the process of sensation, which is the process of receiving stimuli by individuals through sensory organs, also referred to as the sensory process (Saleh et al., 2018). Perception is a process that begins with sensation. Sensation is the process of receiving stimuli by individuals through receiving tools, namely sensory organs. (Akbar, 2016). The stimulus then evolves into a thought that ultimately leads someone to have a perspective regarding a case or event that is currently happening. Through individual perception, one can become aware of and understand their own state.

### **Perceived Value**

According to Zeithaml in the research (Arianti et al., 2020), perceived value is the overall evaluation of the utility of a product based on the benefits and sacrifices made by customers to obtain the product. Meanwhile, (Jeremy and Wulandari, 2019) argue that perceived value is a subjective term; it is a unique and distinct assessment made by each buyer.

According to Sweeney in Priansa (2016), there are four dimensions of Perceived Value in measuring value perception.

1. Emotional Value  
After consuming a product, customers may experience positive or negative emotions, which is referred to as emotional value. (emosional value).
2. Social Value  
This refers to the benefits based on how customers believe a product can enhance their self-esteem or social values.
3. Quality/Performance Value  
This is the customer's perception of the benefits and quality of the product, and whether the product meets their expectations.
4. Price/Value For Money  
This pertains to the customer's perception of the benefits and quality of the product, and whether they meet their expectations.

### **The Purchasing Decision Process**

The decision to buy a product, whether goods or services, arises from emotional impulses from within as well as external influences. The purchase decision process is a fundamental psychological process that plays an important role in understanding how consumers actually make their purchasing decisions. According to Kotler and Armstrong (2016:176), consumers go through 5 (five) stages in the purchasing process as follows: Problem recognition, Information search, Alternative evaluation, Purchase decision, post-purchase behavior.

### **Purchase Decision**

According to Buchari (2016:96), the Purchase Decision is a consumer decision influenced by financial economics, technology, politics, culture, product, price, location, promotion, physical evidence, people, and process. Thus, it shapes the attitude of consumers to process all information and draw conclusions in the form of responses regarding which product they will purchase.

Dimensions & Indicators of Purchase Decisions according to Kotler & Armstrong (2016:188) state that purchase decisions have the following dimensions:

1. Product Selection  
Consumers can decide to purchase a product or use their money for other purposes.
2. Brand Selection  
Consumers must make decisions about which brand name to buy, as each brand has its own distinctions.
3. Distributor Selection  
Consumers must decide which distributor to visit.
4. Time of Purchase  
Consumer decisions regarding the timing of purchases can vary; for example, some may buy every day, once a week, every two weeks, and so on.
5. Quantity of Purchase  
Consumers can decide how much of a product they will purchase at a given time.
6. Method of Purchase  
Consumers can make decisions about the payment methods they will use when deciding to use a product or service.

## **METHOD**

In completing this research, the author used descriptive and verificative methods. The population in this study consists of customers who have consumed Luwak White Koffie. The sample used for the questionnaire measurement is students from STIE Ekuitas Bandung who have ever consumed Luwak White Koffie. The sampling technique used in this study is based on the non-probability sampling method, which is a sampling technique that does not provide equal opportunities for every element or member of the population to be selected as a sample, utilizing a purposive sampling approach.

### **Hypothesis Testing Design**

- a) Validity Test  
According to Sugiyono (2013), a validity test is a degree of accuracy between the actual data that occurs and the data that has been collected by the researcher.
- b) Reliability Test  
Sugiyono (2021:176) states that a reliability test is a method that, when used repeatedly to measure the same object, will produce the same data.

### **Descriptive Analysis**

According to Sugiyono (2017), descriptive statistical analysis is the examination of data through explanations of the data as it is, without the aim of drawing general conclusions. The descriptive analysis in this study includes the minimum value, maximum value, average value, and standard deviation.

### **Classical Assumption Tests**

- a) Normality Test  
According to Ghozali (2018; 161), the normality test aims to examine whether there is a correlation in a linear regression model between the disturbance error or residuals having a normal distribution.
- b) Multicollinearity Test  
Ghozali (2018; 107) states that the multicollinearity test aims to examine whether there is a correlation among one or all independent variables in the regression model.
- c) Heteroscedasticity Test  
Sunyoto (2016; 90) explains the heteroscedasticity test as follows: "In multiple regression equations, it is also necessary to test whether the variance of the residuals from one observation is the same as that of another observation."

### Multiple Linear Regression Analysis

- a) Regression Equation  
According to Sugiyono (2018:307), multiple linear regression analysis is a forecasting analysis tool that examines the impact of two or more independent variables on a dependent variable to prove the existence or absence of a functional relationship between two or more independent variables and one dependent variable.
- b) Correlation Coefficient  
According to Sugiyono (2017: 224), the correlation coefficient is a number that indicates the strength of the relationship between two or more variables, or it can also determine the direction of the two variables. The value of R will range from 0 to 1; the closer it is to 1, the stronger the relationship between the independent variables collectively and the dependent variable.
- c) Coefficient of Determination (R<sup>2</sup>)  
The coefficient of determination (R<sup>2</sup>), according to Sugiyono (2017), is used to determine how well the independent variable can explain the dependent variable. The value of R ranges from 0 to 1; the closer the value of R is to 1, the greater the independent variable (X) can explain the dependent variable. (Y). A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable.

### Hypothesis Testing

- a) F test (simultaneous)  
According to Sugiyono (2014: 96) This F test is used to determine whether or not there is a joint influence (simultaneously) of the independent variables (free) on the dependent variable (bound). Proof is done by comparing the value of fcount with ftabel at a confidence level of 5% and degrees of freedom  $df = (n-k-1)$  where n is the respondent and k is the number of variables.
- b) Test t (partial)  
According to Sugiyono (in Salimun and Sugiyanto, 2021: 573) the t test is used to determine each contribution of the independent variable partially to the dependent variable, using the test of each regression coefficient of the independent variable whether it has a significant effect or not on the dependent variable.

## RESULT AND DISCUSSION

In each study, of course, there is a discussion intended to answer the formulation of problems and hypotheses that have been compiled. To answer this, it is necessary to analyze the data from the research results. The following is the analysis:

### Validity Test

**Table 1. Brand Image Variable Validity Test Results (X1)**

Statement	r Hitung	r Tabel	Description
BI1	0,789	0,195	Valid
BI2	0,638	0,195	Valid
BI3	0,783	0,195	Valid
BI4	0,791	0,195	Valid
BI5	0,628	0,195	Valid
BI6	0,654	0,195	Valid

Source: Primary Data Process (2024)

Table 1. above are the results of the validity test of all statements used to measure the test on the Brand Image variable as variable X1. The data shows that r Count on variable X1 is greater than r Table, so it can be stated that the validity test on this variable is valid.

**Table 2. Perceived Value Variable Validity Test Results (X2)**

Statement	r Hitung	r Tabel	Description
PV1	0,842	0,195	Valid
PV2	0,840	0,195	Valid
PV3	0,763	0,195	Valid
PV4	0,783	0,195	Valid
PV5	0,792	0,195	Valid
PV6	0,583	0,195	Valid

Source: Primary Data Process (2024)

Table 2. above are the results of the validity test of all statements used to measure the test on the Brand Image variable as variable X2. The data shows that r Count in variable X2 is greater than r Table, so it can be stated that the validity test on this variable is valid.

**Table 3. Results of the Validity Test of the Purchase Decision Variable (Y)**

Statement	r Hitung	r Tabel	Description
PD1	0,795	0,195	Valid
PD2	0,784	0,195	Valid
PD3	0,660	0,195	Valid
PD4	0,795	0,195	Valid
PD5	0,420	0,195	Valid
PD6	0,780	0,195	Valid
PD7	0,687	0,195	Valid
PD8	0,673	0,195	Valid
PD9	0,848	0,195	Valid
PD10	0,579	0,195	Valid
PD11	0,546	0,195	Valid

Source: Primary Data Process (2024)

Table 3. above are the results of the validity test of all statements used to measure the test on the Purchase Decision variable as variable Y. The data shows that r Count on variable Y is greater than r Table, so it can be stated that the validity test on this variable is valid.

**Reliability Test**

Table 4. Reliability Test Results

Variabel Penelitian	Cronbach's Alpha	N of Items
Brand Image (X1)	809	6
Perceived Value (X2)	862	6
Purchase Decision (Y)	892	11

Source: Primary Data Process (2024)

Based on table 3. Above states that the variables X1, X2, Y are reliable because the Cronbach's Alpha reliability coefficient value is more than 0.6.

## DESCRIPTIVE ANALYSIS

### Brand Image to Luwak White Koffie Consumers

**Table 5. Results of Descriptive Analysis of Brand Image to Luwak White Koffie Consumers**

NO	Statement	Score					Total Score Actual	Category
		VA	A	LA	DA	SDA		
BI1	Luwak White Koffie is known as a low-caffeine coffee that is comfortable for the stomach.	26	56	13	5	0	404	GOOD
BI2	Luwak White Koffie is known as the first white coffee in Indonesia.	19	69	10	2	0	401	GOOD
BI3	Luwak White Koffie has a good taste.	25	45	24	6	0	389	GOOD
BI4	Luwak White Koffie has a strong coffee aroma.	19	39	26	16	0	353	GOOD
BI5	Luwak White Koffie has the characteristic and uniqueness of coffee beans processed from the digestion of mongoose.	33	62	4	1	0	427	VERY GOOD
BI6	Luwak White Koffie's tagline is easy to remember.	28	57	9	4	2	405	GOOD
	<b>Total score</b>	150	328	86	34	2	2379	GOOD
	<b>Frequency</b>	750	1312	258	68	2		
	<b>Minimum score</b>					600		
	<b>Maximum score</b>					3000		

Source: Primary Data Process (2024)

The results of this study indicate that the Brand Image variable (X1) obtained a total score of 2379 which consists of 3 dimensions, namely strength, favorability, and uniqueness, where this figure is in the good category on the continuum line which has an interval of 600 - 3000. Of the 6 Brand Image variable statements that get the lowest score is statement number 4, which is 353 with the indicator "Has a strong coffee aroma". This shows that some respondents do not think that Luwak White Koffie has a strong coffee aroma, another factor that respondents are less with this statement is also because many respondents switch to other products that have good quality and are in accordance with their perceptions.

- **Perceived Value to Luwak White Koffie Consumers**

**Table 6. Results of Descriptive Analysis of Perceived Value to Luwak White Koffie Consumers**

NO	Statement	Score					Total Score Actual	Category
		VA	A	LA	DA	SDA		
PV1	Consuming Luwak White Koffie makes me feel calm.	10	35	33	22	0	333	LESS GOOD
PV2	Consuming Luwak White Koffie makes me feel less sleepy.	13	34	26	23	4	329	LESS GOOD



NO	Statement	Score					Total Score Actual	Category
		VA	A	LA	DA	SDA		
PV3	Luwak White Koffie gives the impression of a drink that can provide warmth in the middle of cold weather.	23	45	24	8	0	383	GOOD
PV4	Luwak White Koffie has a thick coffee texture.	15	31	35	18	1	341	GOOD
PV5	Luwak White Koffie has a mild coffee flavor and can be enjoyed at any time.	27	47	21	5	0	396	GOOD
PV6	Luwak White Koffie has an affordable price.	35	61	3	1	0	430	VERY GOOD
	<b>Total Score</b>	123	253	142	77	5	2212	GOOD
	<b>Frequency</b>	615	1012	426	154	5		
	<b>Minimum Score</b>					600		
	<b>Maximum Score</b>					3000		

Source: Primary Data Process (2024)

The results of this study indicate that the Perceived Value (X2) variable obtained a total score of 2212 which consists of 4 dimensions, namely emotional value, social value, quality / performance value, and price / value for money, where this figure is in the good category on the continuum line which has an interval of 600 - 3000. Of the 6 statements of the Perceived Value variable, there are 2 statements that are in the unfavorable category, namely the indicators "Can provide a feeling of calm after consuming the product" and "Can provide a feeling of not feeling sleepy after consuming the product.". The lowest score is statement number 2, which is 329 with an indicator that can give a feeling of not feeling sleepy after consuming the product. This shows that Luwak White Koffie does not make consumers feel sleepy.

### Purchase Decision to Luwak White Koffie Consumers

**Table 7. Results of Descrptive Analysis of Purchase Decision to Luwak White Koffie Consumers**

NO	Statement	Score					Total Score Actual	Category
		VA	A	LA	DA	SDA		
PD1	I chose Luwak White Koffie products based on their various flavors.	15	41	28	16	0	355	GOOD
PD2	I choose Luwak White Koffie products because they have a simple and elegant packaging design.	19	36	29	15	1	357	GOOD
PD3	I chose the Luwak White Koffie brand because it is a well-known brand.	11	56	26	6	1	370	GOOD
PD4	I choose the Luwak White Koffie brand to be the first choice when buying instant coffee.	16	37	11	35	1	332	LESS GOOD

NO	Statement	Score					Total Score Actual	Category
		VA	A	LA	DA	SDA		
PD5	I buy Luwak White Koffie from retailers because it is easy to reach.	23	66	9	2	0	410	GOOD
PD6	I buy Luwak White Koffie from E-Commarce Shopee because it has a cheap price offer.	10	33	33	21	3	326	LESS GOOD
PD7	I buy Luwak White Koffie because it has a purchase time that can be done anytime and anywhere.	23	57	14	6	0	385	GOOD
PD8	I will buy Luwak White Koffie products at promo time.	14	31	27	22	6	325	LESS GOOD
PD9	I buy more than 1 pack of Luwak White Koffie products per transaction.	13	30	15	41	1	313	LESS GOOD
PD10	I buy Luwak White Koffie products at retailers because of the ease of making cash and non-cash payments.	22	60	12	6	0	398	GOOD
PD11	I buy Luwak White Koffie products at Shopee E-Commerce because of the ease of making transactions via E-Wallet and Bank Transfer.	16	53	18	13	0	372	GOOD
	<b>Total score</b>	182	500	222	183	13	3943	GOOD
	<b>Frequency</b>	905	2000	648	354	13		
	<b>Minimum score</b>					1100		
	<b>Maximum score</b>					5500		

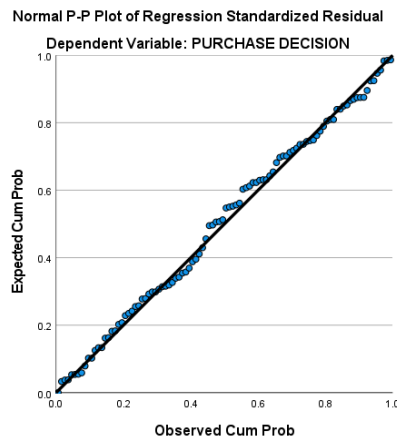
Source: Primary Data Process (2024)

The results of this study indicate the Purchase Decision (Y) variable, obtained a total score of 3943 which consists of 6 dimensions, namely product selection, brand selection, channel selection, purchase time, purchase quantity and purchase method where this figure is in the good category on the continuum line at the interval 3740-4620. Of the 11 statements of the purchase decision variable that got the highest score was statement number 5 of 410, namely choosing a retail distributor that is easy to reach, "I buy Luwak White Koffie from retail traders because it is easy to reach".

Meanwhile, what got the lowest score was statement number 9, which amounted to 313 with the indicator Buying products more than 1 pack per transaction. This shows that there are still many consumers who do not buy more than 1 pack of Luwak White Koffie products per transaction.

**CLASSICAL ASSUMPTION TEST**

**Normality Test**



**Figure 1. Normality Test**

The results of the normality test in Figure 1. above show that all data is normally distributed, the data distribution is around the diagonal line, so the regression model fulfills the assumption of normality.

**Multicollinearity Test**

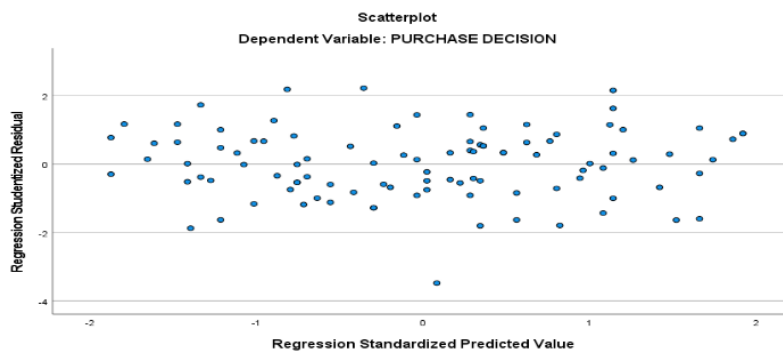
**Table 8. Multicollinearity Test**

Model		Understandarized Coefficients		Standarizes Coefficients	t	Sig	Colinearity Statistics	
		B	Std.Error	Beta			Tolerance	VIF
1	(Constant)	3.311	2.674		1.238	.219		
	Brand Image	.372	.175	.178	2.127	.036	.401	2.492
	Perceived Value	1.238	.147	.707	8.433	<.001	.401	2.492

a. Dependent Variable: PURCHASE DECISION

Table 5. shows that the multicollinearity test results show that the VIF value of all independent variables is smaller than 10, and the tolerance value of all independent variables is more than 0.10. This means that there are no multicollinearity symptoms.

• **Heteroscedasticity Test**



**Figure 2. Heteroscedasticity Test**

The results of heteroscedasticity testing in Figure 2. above shows, the points spread randomly, do not form a certain clear pattern, and are spread both above and below the number 0 (zero) on the Y axis. This means that there is no deviation from the classical assumption of heteroscedasticity in the regression model made.

**MULTIPLE LINEAR ANALYSIS**

**Regression Equation**

**Table 9. Multiple Linear Regression Calculation Results**

Model		Understandarized Coefficients		Standarizes Coefficients Beta		t	Sig	Colinearity Statistics	
		B	Std.Error					Tolerance	VIF
		1	(Constant)	3.311	2.674				
	Brand Image	.372	.175	.178		2.127	.036	.401	2.492
	Perceived Value	1.238	.147	.707		8.433	<.001	.401	2.492

Source: Primary Data Process (2024)

Based on the processing results of IBM SPSS V27.0.1 Table 9. then the multiple linear regression equation can be formulated as follows:

$$Y = 3.311 + 0.372X1 + 1.238X2 + e$$

The results of the analysis can be interpreted as follows:

- a) The constant of the above equation is 3.311, this figure indicates that if X1 (Brand Image) and X2 (Perceived Value) are constant (unchanged), the Purchase Decision is 3.311.
- b) X1 (Brand Image) shows a coefficient value of 0.372. This means that the Brand Image variable affects the Purchase Decision by 0.372, meaning that every increase in the Brand Image variable by one unit, the Purchase Decision will increase by 0.372, assuming other variables remain constant.
- c) X2 (Perceived Value) shows a coefficient value of 1.238. This means that the Perceived Value variable affects the Purchase Decision by 1.238, meaning that every increase in the Perceived Value variable by one unit, the purchase decision will increase by 1.238.

**Correlation Coefficient**

According to Sugiyono (2014) to find out and interpret the correlation coefficient found is large or small, it can be guided by the following provisions:

**Table 10. Correlation Coefficient**

		Brand Image	Perceived Value	Purchase Decision
Brand Image	Pearson Correlation	1	.774**	.725**
	Sig. (2-tailed)		<.001	<.001
	N	100	100	100
Perceived Value	Pearson Correlation	.774**	1	.845**
	Sig. (2-tailed)	<.001		<.001
	N	100	100	100
Purchase Decision	Pearson Correlation	.725**	.845**	1
	Sig. (2-tailed)	<.001	<.001	
	N	100	100	100

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

**Coefficient of Determination**

The coefficient of determination (R<sup>2</sup>) is a number that states or is used to determine the contribution or contribution given by the Brand Image and Perceived Value variables to the Purchase Decision. The coefficient of determination is determined by the R square value as can be seen in Table 11.

**Table 11. Coefficient of Determination**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852 <sup>a</sup>	.726	.721	3.84558

a. Predictors: (Constant), PERCEIVED VALUE, BRAND IMAGE

b. Dependent Variable: PURCHASE DECISION

Based on Table 11. the coefficient of determination (R square) value is 0.726. This means that 72.6% of purchasing decision variables can be explained by the Brand Image and Perceived Value variables, while the remaining 27.4% is explained by other variables not proposed in this study.

**HYPOTHESIS TESTING**

**Simultaneous Test (F Test)**

The F Statistical Test is used to test whether the independent variables influence the dependent variable simultaneously (together).

**Table 12. F Test**

Anova <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig
1	Regression	3810.105	2	1905.053	128.820	<,001 <sup>b</sup>
	Residual	1434.485	97	14.789		
	Total	5244.590	99			

b. Dependent Variable: PURCHASE DECISION

c. Predictors: (Constant), PERCEIVED VALUE, BRAND IMAGE

The ANOVA test or F test obtained an fcount value of 128.820, while the ftable value with a free degree of numerator 2 and denominator 97 at  $\alpha$  (0.05) is 3.09. With this fhitung  $128.820 > ftable$  3.09 so it is clear that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This shows that the model is in accordance with the data. This can be described as follows:

Based on the significance level:

- a.  $F \text{ sig} < \alpha$ , then H<sub>0</sub> is rejected
- b.  $F \text{ sig} > \alpha$ , then H<sub>0</sub> is accepted

Based on table 5. obtained a significance value of 0.01 where this figure is smaller than 0.05, then H<sub>0</sub> is rejected, it can be concluded that together Brand Image and Perceived Value have a positive and significant influence on Purchase Decision.

**Partial Test (T Test)**

Partial significance test testing (t test) uses a significant level below  $\alpha = 0.05$  or with a confidence level of 95% with the criteria:

- If the significant value  $< 0.05$  then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.
- If the significant value  $> 0.05$  then H<sub>0</sub> is accepted and H<sub>a</sub> is rejected.

**Table 13. T test  
Coefficient<sup>a</sup>**

Model		Understandarized Coefficients		Standarizes Coefficients	t	Sig	Colinearity Statistics	
		B	Std.Error	Beta			Tolerance	VIF
1	(Constant)	3.311	2.674		1.238	.219		
	Brand Image	.372	.175	.178	2.127	.036	.401	2.492
	Perceived Value	1.238	.147	.707	8.433	<.001	.401	2.492

a. Dependent Variable: PURCHASE DECISION

### **Influence of Brand Image (X1) on Purchase Decision (Y)**

Based On Table 5. the above can be explained by a partial hypothesis t test on the influence of Brand Image on Purchase Decision :

1. The significant level has a significant value of 0.036 less than 0.05 ( $0.036 < 0.05$ ), this means that  $H_0$  is rejected and  $H_a$  is accepted.
2.  $\beta_1$  value of the variable is  $0.372 > 0$ , which means Brand Image has a positive effect on Purchase Decision. 3. Thitung value of 2.127 which is then compared with the value of the table. While T table can be calculated as follows:

$$\begin{aligned} Df &= n - 2 &&= 100 - 2 \\ t \text{ table} &= t \text{ table} &&= t (\alpha ; df) \\ &= (0.05 ; 98) &&= 1,984 \end{aligned}$$

It can be seen that tthe count is  $2.127 > t \text{ table } 1.984$  which means that  $H_0$  is rejected and  $H_a$  is accepted.

Based on the 3 test criteria above, it can be said that Brand Image has a positive and significant effect on Purchase Decision. Thus the Brand Image can affect the Purchase Decision of white Mongoose Koffie products.

### **Effect of Perceived Value (X2) on Purchase Decision (Y)**

Based On Table 5. the above can be explained by a partial hypothesis t test on the effect of Perceived Value on Purchase Decision :

1. The Perceived Value significant level has a significant value of 0.001 less than 0.05 ( $0.001 < 0.05$ ), this means that  $H_0$  is rejected and  $H_a$  is accepted.
2.  $\beta_1$  1.238  $> 0$  of the Perceived Value, which means that the Perceived Value has a positive effect on the Purchase Decision.
3. Thitung value of 8.433 which is then compared with the value of the table. While T table can be calculated as follows:

$$\begin{aligned} Df &= n - 2 &&= 100 - 2 \\ t \text{ table} &= t \text{ table} &&= t (\alpha ; df) \\ &= (0.05 ; 98) &&= 1,984 \end{aligned}$$

It can be seen that tthe count is  $8,433 > t \text{ table } 1,984$  which means  $H_0$  is rejected and  $H_a$  is accepted. Based on the 3 test criteria above, it can be said that the Perceived Value is positive and significant to the Purchase Decision. Thus the Perceived Value can affect the Purchase Decision of white Mongoose Koffie products.

### **INFLUENCE OF BRAND IMAGE ON PURCHASE DECISION**

The results of the analysis of this study showed that the brand image has a value of  $2.127 > t_{table}$  count 1.984 with the acquisition of a significance value of  $0.036 < 0.05$ , this means that  $H_0$  is rejected and  $H_a$  is accepted, which means that there is a significant influence of Brand image variables on purchase decision. Discussion of the influence of Brand image on the White Mongoose Koffie measured using 3 dimensions, namely strength, favorability, and uniqueness. Descriptive analysis conducted by researchers to respondents regarding the variable Brand image contained in the White Koffie Mongoose products obtained a score of 2379 and is in the interval class between 2040-2520, including the criterion of "good", this identifies that generally customers respond that the Brand image of white Koffie Mongoose products is considered good as expected by consumers, so that customers feel confident to buy products from White Koffie Mongoose.

Of the 3 indicators of Brand image variables that get the highest score is an indicator of having characteristics and uniqueness that are in the dimension of uniqueness with a score of 427, respondents argue that they are interested in using white Koffie Mongoose products because White Koffie Mongoose products have characteristics and uniqueness that are different from other products. While the indicator with the lowest score is the indicator has a strong coffee aroma with a score of 353. Respondents are of the opinion that the White Luwak Koffie does not have a strong coffee aroma, White Luwak Koffie products must maintain the quality of their products so that consumers are more confident and interested in using products from White Luwak Koffie.

### **THE PERCEIVED VALUE OF A PURCHASE DECISION**

The results of the analysis of this study showed that the perceived value has a value  $t_{hitung} > t_{table}$  is  $8.433 > 1.984$  with the acquisition of the significance value of  $0.001 < 0.05$ , this means that  $H_0$  rejected and  $H_a$  accepted which means there is a significant influence of the perceived value variable on the purchase decision. Discussion of the effect of perceived value on the White Mongoose Koffie measured using 4 dimensions, namely emotional value, social value, quality/performance value, and price/value for money. Descriptive analysis conducted by researchers to respondents regarding the perceived value variable contained in the White Koffie Mongoose products obtained a score of 2212 and is in the interval class between 2040-2520, including the criterion of "good", this identifies that generally customers respond that the perceived value of white Koffie Mongoose products is considered good as expected by consumers, so that customers feel confident to buy products from White Koffie Mongoose.

Of the 4 indicators of perceived value variables that get the highest score is an affordable price indicator that is in the dimension of price / value for money with a score of 430, respondents argue that they are interested in using the White Koffie Mongoose product because the price given by the White Koffie Mongoose is affordable. While the indicator with the lowest score is an indicator that can give a feeling of not easily sleepy after consuming products that are in the emotional value dimension with a score of 329. Respondents argue that White Mongoose Koffie does not make consumers feel not easily sleepy.

### **INFLUENCE OF BRAND IMAGE AND PERCEIVED VALUE ON PURCHASE DECISION**

Based on several research instruments on the influence of Brand image and perceived value on purchase decision on White Mongoose Koffie products. The contribution of the independent variable (Brand image and perceived value) to the dependent variable (purchase decision) based on the calculation of the coefficient of determination ( $R^2$ ) obtained 72.6% and the remaining 27.4% explained by other variables that are not proposed in this study. The results of the hypothesis with the F-test showed that  $f_{hitung}$  greater than  $f_{hitung}$  is  $128.820 > 3.09$ . Significant level of  $0.01 < 0.05$ , this shows that the independent variables (brand image and perceived value) have a positive and significant effect on the dependent variable (purchase decision) simultaneously or together.  $2.127 > t_{table}$  1.984

The results of the t-test showed that the count  $2.127 > t_{table}$  1.984 with significance  $0.000 < 0.05$  it can be concluded that the Brand image has a significant effect on consumer purchase decision of white Mongoose Koffie products. The Brand image of a product or service can influence your purchase

decision. The better the brand image, the greater the influence on purchase decision. Therefore, the company must be able to provide the best product quality and in accordance with the needs of consumers who can take the hearts of consumers so that consumers can provide confidence that the purchase decision on the product is increasing. T-test results showed that the count of  $8.433 > t$  table 1.984 with a significance of  $0.001 < 0.05$  then it can be concluded that the perceived value of a significant effect on the purchase decision on the White Mongoose Koffie products. The greater the benefits that consumers feel for a product, it will affect consumer behavior to decide to buy a product or service.

## CONCLUSION

### a. Conclusion

Based on the research and the results of data processing in Chapter IV conducted on the influence of Brand Image and Purchase Decision on Purchase Decision on consumers Luwak White Koffie (Case Study of students STIE Ekuitas Bandung), it can be concluded :

1. Brand image Mongoose White Koffie on student STIE equity is good. The results of this study the indicator that has the highest score is the indicator "has characteristics and uniqueness". Then the one that has the lowest score is on the indicator "has a strong coffee aroma". This shows that some respondents do not think that White civet Koffie has a strong coffee aroma, other factors respondents lack the statement is also because many respondents are switching to other products that have good quality and in accordance with their perceptions.
2. Perceived value of Mongoose White Koffie in students of STIE equity is good. The results of this study there are 2 statements that are in the category of less good, namely the indicator "can give a feeling of calm after consuming the product "and " can give a feeling of not easily sleepy after consuming the product.". The one that gets the lowest score is the indicator "can give a feeling of not easily sleepy after consuming the product". This shows that White Mongoose Koffie does not make consumers feel sleepy.
3. Purchase decision Mongoose White Koffie on student STIE Equity good. The results of this study the indicator that has the highest score is the indicator "choosing a retail dealer that is easy to reach". Then the one that has the lowest score is on the indicator "buy products more than 1 pack per transaction". This shows that there are still many consumers who do not buy more than 1 pack of Luwak White Koffie products per transaction.
4. The effect of Brand Image and Perceived Value on Purchase Decision is 72.6% while the remaining 27.4% is explained by other variables that are not proposed in this study.

### b. Suggestion

Based on the above conclusions, then it can be concluded YAG suggestions are expected to be useful include :

1. In terms of Brand image, Luwak White Koffie further improve the quality of taste so that the aroma of coffee can be accepted by consumers so that consumers continue to make purchases.
2. In terms of Perceived Value, White Mongoose Koffie has low caffeine. In order to attract consumers Mongoose White Koffie must increase levels of caffeine or create a new variant with high levels of caffeine so that consumers will be interested and keep making purchases.
3. From the Purchase Decision, Luwak White Koffie must know what things can make the target consumer feel interest in the product and the company must know what the target consumer wants in offering its products. It could be by providing special promos to consumers or providing new products in accordance with market demand and consumer desires.
4. For further researchers are expected to be able to develop this research by adding other factors or variables that can affect the Purchase Decision in addition to distributing questionnaires, further research should be accompanied by more complete data such as interviews with respondents and further research needs to be done with a larger scale from the sample side.



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