

The Role of Purchasing Decisions Mediating Product Quality, Price Perception, and Brand Image on Customer Satisfaction of Kopi Janji Jiwa

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ABSTRACT

This research study analyses and determines the role of purchasing decisions mediating product quality, price perception, and brand image on Kopi Harapan Jiwa's customer satisfaction. The population in this study were customers of Kopi Janji Jiwa 135 respondents. The use of samples with purposive sampling technique and target customers who have bought or consumed Kopi Janji Jiwa. Stages in data analysis with a structural equation model on partial least squares to see the effect of exogenous variables on endogenous variables. The structural model is known to moderate purchasing decisions, while customer satisfaction has a strong influence. The predictive capability is large, and the model performance between the structural and measurement models is in a good category. According to hypothesis testing, it was found that product quality and price perception did not significantly affect purchasing decisions, but the brand image had a significant influence on purchasing decisions. Product quality and price perception were found to significantly affect customer satisfaction while purchasing decisions were found to have no significant effect. The brand image was found not to have a significant effect on customer satisfaction. Meanwhile, purchasing decisions found a significant influence. In purchasing decisions, there is a significant influence on customer satisfaction.

1. Introduction

The business growth of the national coffee industry in Indonesia has progressed rapidly from 2016 to 2020, with the demand for coffee drinks increasing. Current business developments cause people to follow current developments. For example, with a lifestyle change, there is a lifestyle change in the use of coffee, which is increasing rapidly, especially among this millennial generation. Coffee has become a drink that is currently widely popular in daily consumption of beverages, becoming a lifestyle trend of today's society. By enjoying the coffee of his choice and the right atmosphere in choosing a place to socialize or gather with colleagues or friends, it is a lifestyle that is developing at this time.

Indonesia has a known level of coffee consumption, reaching 4.6 million packages of coffee. The level of national coffee consumption can experience a significant increase from 2016 to 2021 with results in 2016 known to be 250 tons and it is predicted to increase by 350 tons in 2021. The big impact occurs due to increased coffee consumption, which impacts the emergence of business competition with various shops or cafes that provide or sell coffee to meet customer needs. Coffee businesspeople prioritize various coffee innovations to meet customer needs by providing the best quality coffee taste and being accepted by customers to give the impression of being satisfied with the products served. There are trigger factors in customer satisfaction in considering buying decisions.

Customers' buying decisions regarding products or services define purchasing decisions (Heryanto, 2021; Soleh, 2017). Dissatisfaction that often occurs in *Kopi Janji Jiwa* products is that the taste of the coffee served does not match or meet customer expectations or desires. Business people need to choose the right way to face business competitiveness by improving the quality of managed products as well as possible, with the perception of affordable prices with market share, and product

brands that attract customers to consume these products.

Brand recognition with the right strategy will influence customers in making product purchasing decisions. The following is a comparison of local milk coffee brands:

Table 1. Local Milk Coffee Shop Brand Comparison

No	Brand	Percentage (%)
1	Janji Jiwa	39,90%
2	Kenangan	29,80%
3	Kulo	13,60%
4	Fore	5,10%

Source: www.topbrand-award.com (2020)

Kopi Janji Jiwa brand shows that it has a good existence compared to competing local coffee brands. Based on table 1, the comparison of local coffee milk shop brands, it is known that the largest brand of Kopi Janji Jiwa has a percentage of 39.90% compared to competing local coffee brands, namely Kopi Kenangan Mantan (29.80%), Kopi Kulo (13.60%), and Kopi Fore (5,10%). During the Covid-19 pandemic, it had a major impact on the sales of *Kopi Janji Jiwa*. These sales decline greatly affected the company's sustainability to survive in the current unstable economic conditions.

The development of Kopi Janji Jiwa sales during 2020 experienced a decline in sales due to the Covid-19 pandemic. The following is the data on sales of *Kopi Janji Jiwa* during the pandemic period from January to October, which did not experience significant developments.

Table 2. *Kopi Janji Jiwa* Selling Data

No	Month	Selling Total	Development (%)
1	January	1385	-
2	February	1290	- 6,86
3	March	1317	2,09
4	April	-	-
5	May	-	-
6	June	-	-
7	July	1130	-14,19
8	August	1447	28,05
9	September	1421	-1,79
10	October	1545	8,72

Source: *Kopi Janji Jiwa* Selling Data

Based on data on the selling of *Kopi Janji Jiwa* from January to October 2020, it is known that the level of purchasing decisions has decreased so that it has a direct impact on decreasing customer satisfaction. With a significant decline in selling, apart from the pandemic, other factors are considered by customers when purchasing *Kopi Janji Jiwa*.

The increasing purchasing decisions will make customer satisfaction increase. Several factors that influence purchasing decisions are brand image (Rayni Delya, 2020), price (Sejati & Yahya, 2016), product quality (Soebakir et al., 2018), promotion (Siti Maburur, 2019), product availability (Pakpahan, 2019), credibility (Yuniarti, 2016), location (Aulia, 2016).

The results of the pre-survey research involved 20 respondents, selected perceptions of price, product quality, and brand image which allegedly caused the purchase decision to decline. Based on previous related research from Bayu Sutrisna (2016), Andhalia (2020), Gilbert (2020), this study will analyze and find out **"The Role of Purchasing Decisions Mediating Product Quality, Price Perception, and Brand Image on Customer Satisfaction of Kopi Janji Jiwa"**.

2. Literature Review

Consumer Behavior

The process is carried out when individuals and groups use, choose, buy in, and satisfy customers' needs and desires (Schiffman & Kanuk, 2008). The evaluation process will provide a view of the product or service, causing customers to feel satisfied and tend to remember the brand and be loyal to the brand.

Purchasing Decision

In the existence of a buying decision-making process, customers will consider supporting factors before deciding to buy a product or service (Schiffman & Kanuk, 2008; Soleh, 2017). Behaviour shows that customer behaviour in using, searching for, and spending products and services expected to meet needs defines purchasing decisions.

Consumer Satisfaction

Satisfaction and dissatisfaction become a customer condition that arises because comparing the product with customer expectations (Philip Kotler et al., 2019). An emotional experience that occurs in customers in evaluating the direct experience of using a product or service is the definition of customer satisfaction.

Marketing Management

Companies try to pay attention to positive impressions for customers by building the right relationship with customers (Philip Kotler et al., 2000). Planning, execution, determination of promotions, prices, services, and ideas in generating exchanges with a specific group, with the primary goal of satisfying customers, is the definition of marketing management.

Product Quality

Product quality is seen based on function and usability, namely reliability, convenience, durability, operation, accuracy, and product repair according to customer needs (Philip Kotler et al., 2019). Products that meet customer expectations can create a good experience for customers.

Price Perception

Customers see that pricing is an important aspect affecting the purchasing decision process (Saladin, 2007). An indicator that is seen based on the monetary amount given to customers for products or services for products that have been sold to customers is the definition of price perception.

Brand Image

A picture of the association and customer trust in the brand used, on the overall brand perception to form a knowledge of the brand that is taken into consideration in using a product or service is the definition of brand image (Tjiptono & Diana, 2019).

Hypothesis Development

1) The Influence of Product Quality on Purchase Decisions

The products provided by the company make customers have an interest in buying or using the product (P. Kotler & Armstrong, 2014). Product describes the ability of a product to satisfy customer needs (Efendi & Rois Arifin, 2018).

Based on previous research conducted by Nor Hazlin Nor Asshidin (2016), Muhammad Gigih (2019) stated that product quality significantly influences purchasing decisions. **H1: Product quality has a positive and significant effect on purchasing decisions.**

2) The Influence of Price Perception on Purchase Decisions

Customers will make purchasing decisions on products according to the perception of price and quality needed (Efendi & Rois Arifin, 2018). Price perception is one of the important aspects of customers in making purchasing decisions.

Based on previous research conducted by Owusu Alfred (2013), Suri Amili (2017) stated that price perception significantly influences purchasing decisions. **H2: Price perception has a positive and significant effect on purchasing decisions.**

3) The Influence of Brand Image on Purchase Decisions

Brand image is an association stage that is perceived over time as a direct and indirect experience of the purchased brand (Tjiptono, 2014). The brand image that is appropriately implemented will create a positive influence in understanding aspects of consumer behaviour in a purchase decision (Muharam & Soliha, 1970).

Based on previous research conducted by Cristina Calvo-Porrall (2017), Albari (2020) states that brand image significantly influences purchasing decisions. **H3: Brand image has a positive and significant effect on purchasing decisions.**

4) The Influence of Product Quality on Satisfaction Decisions

A competitive advantage in marketing is product quality. Product quality is seen based on product advantages to others to create increased customer satisfaction (P. Kotler & Armstrong, 2014). A good relationship between producers and consumers will encourage satisfied customers with the products used (Yuniarti, 2016).

Based on previous research conducted by Uzir Hossain Uzir (2020), Nur Dianah (2017) stated that product quality significantly influences customer satisfaction. **H4: Product quality has a positive and significant effect on customer satisfaction.**

5) The Influence of Price Perception on Satisfaction Decisions

To meet satisfaction, the customer must spend a set amount of money according to the expected product. Based on the quality aspect, prices are categorized as high or low (P. Kotler & Armstrong, 2014). The level of customer satisfaction is based on benefits. If the price matches expectations, the customer will feel satisfied. Improper pricing according to benefits can have an impact on decreasing customer satisfaction (Manus & Lumanauw, 2015).

Based on research conducted by Jonida Xhema (2018), Heryanto (2021) stated that price perception significantly influences customer satisfaction. **H5: Price perception has a positive and significant effect on customer satisfaction.**

6) The Influence of Brand Image on Satisfaction Decisions

A direct response regarding good or bad brand recognition is based on customer behavior patterns and memories (Philip Kotler et al., 2019). Brand recognition that gives an attractive impression can influence customers to buy products so that customers feel satisfied (Muharam & Soliha, 1970).

Based on previous research conducted by Abdulalem Mohammed, Basri Rashid (2018), Fauzian Noor (2020), brand image significantly influences customer satisfaction. **H6: Brand image has a positive and significant effect on customer satisfaction.**

7) The Influence of Purchasing Decisions on Customer Satisfaction

Purchase decisions will be created when customers feel satisfied or dissatisfied after using the product as expected. Customer satisfaction will not be created if the customer has not purchased the product (P. Kotler & Armstrong, 2014). The greater the value of the purchase decision thought by the customer, the higher the level of customer satisfaction (Heryanto, 2021).

Based on previous research conducted by Lalinthorn Marakanon (2017), Siti Mabur Rachmah (2019) states that purchasing decisions significantly influence customer satisfaction. **H7: Purchase decisions have a positive and significant effect on customer satisfaction.**

8) The Influence of Product Quality on Customer Satisfaction Through Purchase Decisions

Quality products have an important role in buying decisions and shaping customer satisfaction (Kotler & Armstrong, 2008). Product quality is one of the considerations in purchasing a good product. Customers will feel satisfied when the purchased product fulfils their wishes (Heryanto, 2021).

Based on previous research conducted by Petr Suchánek, et al. (2016), Suyatmi (2019) stated that quality significantly influences customer satisfaction through purchasing decisions. **H8: Product quality has a positive and significant effect on customer satisfaction through purchasing decisions.**

9) The Influence of Price Perception on Customer Satisfaction Through Purchase Decisions

Price specifications are based on value (high, fair, low) which are directly considered by customers (Schiffman & Kanuk, 2008). The direct influence has an impact on satisfaction in making purchases (Saladin, 2007).

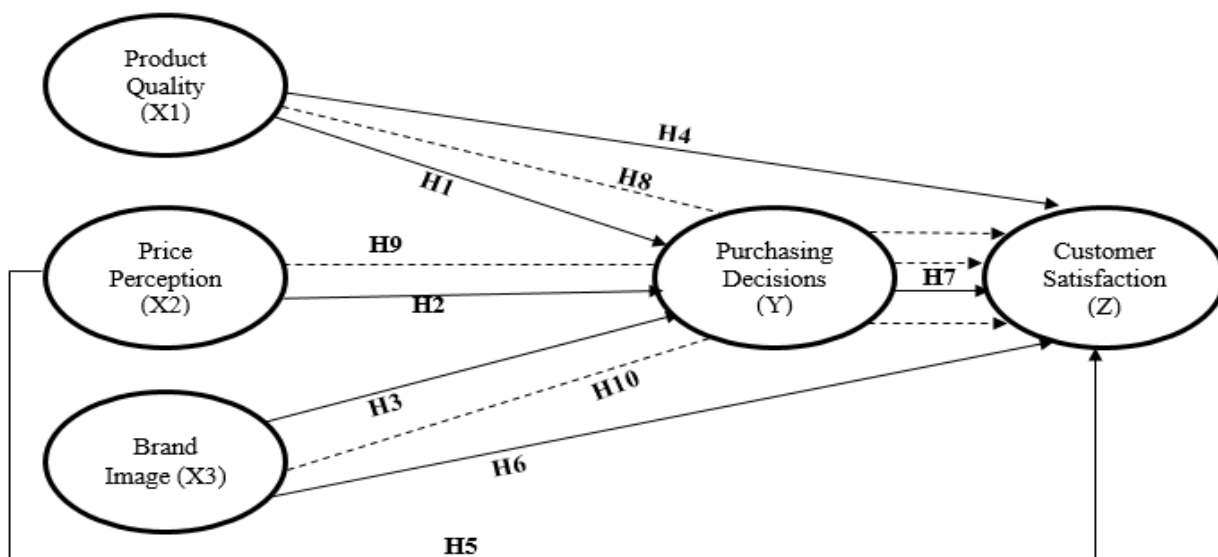
Based on previous research conducted by Osman M. Zaina and Mohammed Bashir Saidub (2016), Hermiyanti Holiza Pakpahan (2019) stated that price perception significantly influences customer satisfaction through purchasing decisions. **H9: Price perception has a positive and significant effect on customer satisfaction through purchasing decisions.**

10) The Influence of Brand Image on Customer Satisfaction Through Purchase Decisions

The right brand recognition will create customer confidence in purchasing so that customers are satisfied with the brand used and make customers easily remember and recognize the product (P. Kotler & Armstrong, 2014).

Previous research discusses the influence of brand image on customer satisfaction through purchasing decisions made

by Abdulalem Mohammed, Basri Rashid (2018), Cristina Calvo-Porralla (2017), and their research results that brand image affects customer satisfaction through purchase decisions. **H10: Brand image has a positive and significant effect on customer satisfaction through purchasing decisions.**



Picture 1. Framework

3. Research Methodology

3.1 Research Design

This research uses an approach to causal research. This type of data uses quantitative data collection techniques using a questionnaire form with questions to customers. This study looks at the influence of the relationship between variables expressed by data or numbers mathematically using the SEM-PLS data analysis model.

3.2 Research Time and Place

The planned research time was carried out and started by the researchers from September to March 2021. The place of research was carried out at the coffee shop outlets of the *Kopi Janji Jiwa*, Jatiasih area.

3.3 Population dan Sample

The target population of the researcher is the customers who have purchased and used the *Kopi Janji Jiwa*. The sample is based on the purposive sampling technique. The general criteria for the sample are the customers of the *Kopi Janji Jiwa* or at least have made a purchase or consumed the *Kopi Janji Jiwa*. The number of samples to be surveyed follows the rules for calculating the Hair formula with the results of the number of data samples by calculating 5 to 10 times the number of indicators for the measurement variable (Ghozali, 2014). The number of customer samples obtained as many as 135 customers.

4. Results and Discussion

Respondents Descriptive Analysis

The result of respondents' descriptive answer, *Kopi Janji Jiwa*

Table 3. Respondents' Descriptive

No	Description	Frequency (People)	Percentage (%)
1	Gender		
	a. Male	80	59,26
	b. Female	55	40,74
2	Age		
	a. 18 - 25 years	62	45,93
	b. 26 - 35 years	62	45,93

	c. 36 - 45 years	7	5,18
	d. 46 - 55 years	4	2,96
	e. > 55 years	0	0
3	Last Education		
	a. SMA	16	11,85
	b. Diploma (D3)	10	7,41
	c. Strata Satu (S1)	105	77,78
	d. Strata Dua (S2)	3	2,22
	e. Other	1	0,74
4	Current Job		
	a. Government Employees	6	4,44
	b. Private Employees	96	71,11
	c. Entrepreneur	10	7,41
	d. Student/ College Student	13	9,63
	e. Other	10	7,41
5	Income		
	a. 5 - 10 million	106	78,52
	b. 11 - 15 million	17	12,59
	c. 16 -20 million	3	2,22
	d. 21 - 25 million	2	1,48
	e. > 25 million	7	5,19

Source: data processing results (2021)

Thus it is known that the characteristics of the customers of Kopi Harapan Jiwa that are very dominant are male (59.26%), female (40.74%) with the dominant age category between 18-25 years (45.93%) and 26-35. years (45.93%), with a very dominant S1 education level (77.78%), with the most dominant background being private employees (71.11%), and with a monthly income of 5 – 10 million (78.52%) is the most dominant.

Measurement Model Testing (Outer Model)

An indicator is categorized as good and has met convergent validity if it has a value of outer loadings > 0.70 (Ghozali, 2014). Composite reliability (CR) and Cronbach's alpha (CA) testing aims to test the reliability of data collection instruments. If all latent variable values have CR and CA values 0.70, the construct has good reliability or reliable and consistent data (Ghozali, 2014).

Table 4. Measurement Model Results (outer model)

Construct	Outer Loading	Mean	Average Variance Extracted	Composite Reliability	Cronbach's Alpha
Product Quality					
The performance of the product " <i>Kopi Janji Jiwa</i> " matches my expectations	0.833	3,756	0,677	0,840	0,893
The product " <i>Kopi Janji Jiwa</i> " has several diverse menu choices	0.731	4,096			
Product specifications " <i>Kopi Janji Jiwa</i> " as expected	0.839	3,674			
The product " <i>Kopi Janji Jiwa</i> " has good quality and meets expectations	0.881	3,778			
Price Perception					
I feel the price of the product " <i>Kopi Janji Jiwa</i> " is affordable	0.815	3,815	0,765	0,846	0,907
I feel the price of the product " <i>Kopi Janji Jiwa</i> " is following the expected product quality	0.914	3,837			
I feel that the price of the product " <i>Kopi Janji Jiwa</i> " is proportional to the benefits offered by the product	0.891	3,696			
Brand Image					

It's easy for me to remember the product "Kopi Janji Jiwa" when I need coffee	0.764	3,415	0,637	0,810	0,875
I feel that the product "Kopi Janji Jiwa" can represent the credibility of the brand	0.842	3,770			
The product "Kopi Janji Jiwa" can represent my desire	0.855	3,407			
The product brand "Kopi Janji Jiwa" is following/updated with current developments	0.724	3,881			
Purchasing Decisions					
The product "Kopi Janji Jiwa" is one of the first choices	0.804	2,933	0,700	0,857	0,903
I consider that the product "Kopi Janji Jiwa" has advantages over other products	0.828	3,378			
I decided to buy the product "Kopi Janji Jiwa" according to my expectations	0.852	3,607			
I will recommend the product "Kopi Janji Jiwa" to others	0.861	3,526			
Customers Satisfaction					
The product "Kopi Janji Jiwa" can meet my needs	0.842	3,415	0,717	0,867	0,910
The performance of the product "Kopi Janji Jiwa" is in line with my expectations	0.883	3,511			
The product "Kopi Janji Jiwa" has an advantage over competitors	0.778	3,474			
I am satisfied with all the products presented by "Kopi Janji Jiwa"	0.880	3,578			

Source: SmartPLS Data Processing Results (2021)

Based on Table 4, it is known that the value of the outer loading obtained is as recommended, which is 0.70 so that each indicator used in the questionnaire is valid by meeting the requirements of convergent validity, plus consideration of the average variance extracted value for each variable having a value > 0.5 meetings the value average variance extracted is good for each variable because it has met the discriminant validity requirements. Composite reliability & Cronbach's alpha values above 0.7 are declared to have good reliability. An indicator is declared valid or meets the requirements of discriminant validity if the value of the cross-loadings indicator on the variable is the largest compared to other variables (Ghozali, 2014).

Table 5. Discriminant Validity Test Result (Cross Loading)

Construct	Product Quality	Price Perception	Brand Image	Purchasing Decisions	Customers Satisfaction
KP-01	0.833	0.550	0.544	0.453	0.507
KP-02	0.731	0.445	0.477	0.417	0.477
KP-04	0.839	0.439	0.534	0.507	0.534
KP-05	0.881	0.564	0.643	0.619	0.643
PH-01	0.432	0.815	0.481	0.435	0.499
PH-02	0.556	0.914	0.662	0.540	0.636
PH-03	0.594	0.891	0.601	0.542	0.619
CM-02	0.375	0.455	0.764	0.653	0.494
CM-03	0.564	0.568	0.842	0.604	0.620
CM-04	0.650	0.602	0.855	0.748	0.754
CM-05	0.543	0.505	0.724	0.477	0.519
K-PEM-01	0.391	0.354	0.621	0.804	0.596
K-PEM-03	0.539	0.406	0.601	0.828	0.669
K-PEM-04	0.645	0.582	0.727	0.852	0.742
K-PEM-05	0.466	0.575	0.681	0.861	0.740
KE-PG-01	0.542	0.618	0.697	0.719	0.842
KE-PG-02	0.689	0.604	0.684	0.704	0.883
KE-PG-03	0.524	0.486	0.527	0.624	0.778
KE-PG-04	0.597	0.564	0.654	0.743	0.880

Source: Smart PLS Output Data Processing (2021)

The calculation of the Fornell Larcker criterion states that the result of the variable value is greater than the value of the relationship with other variables. The discriminant validity value is declared both based on Cross loading and the Fornell Larcker Criterion, so the category is good.

Table 6. Discriminant Validity Test Result (Fornell Larcker Criterion)

Construct	Product Quality	Price Perception	Brand Image	Purchasing Decisions	Customers Satisfaction
Product Quality	0.823				
Price Perception	0.609	0.875			
Brand Image	0.674	0.671	0.798		
Purchasing Decisions	0.616	0.582	0.789	0.836	
Customers Satisfaction	0.697	0.673	0.760	0.826	0.847

Source: SmartPLS Output Data Processing (2021)

Structural Module Testing (Inner Model)

The coefficient of determination R-Square (R2) determines how much influence the independent latent variable has on the dependent latent variable. R-Square models with above 0.7 are categorized as strong. Those below 0.67 are categorized as moderate.

Table 7. Test Result R-Square

R-Square	
Purchasing Decisions	0,637
Customers Satisfaction	0,765

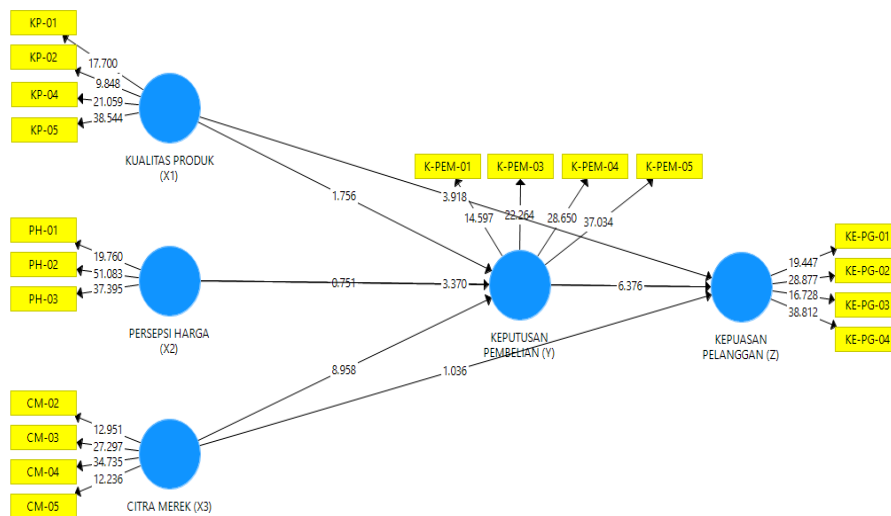
Source: SmartPLS Output Data Processing Results (2021)

Based on table 8, it is known that the variable model on the purchasing decision variable is included in the moderate category because the R-Square value is 0.637. As for the model on the customer, the satisfaction variable is included in the strong category because the R-Square value has a value above 0.7, which is 0.765.

Based on the results of the Q-Square test, a value of 0.850 is obtained, meaning that the prediction capability of this model is large, namely 85.0% so that the model is feasible to use. The calculation value is the GoF value of 0.70 so that the model can be said to be fit or has great relevance between the measurement model and the structural model (inner model).

Hypotheses Test

The Bootstrapping calculation procedure can obtain hypothesis testing. Significant or insignificant value using t-table value at alpha 0.05 (level 5%) of 1.96 with t-table compared to T-statistics (count).



Picture 2. Path Diagram Results with Bootstrapping
 Source: SmartPLS Data Processing (2021)

Table 8. Hypotheses Test Result

		Coefficient	T Statistics	Conclusion
H1	Product Quality -> Purchasing Decisions	0,139	1,756	Rejected
H2	Price Perception -> Purchasing Decisions	0,056	0,751	Rejected
H3	Brand Image -> Purchasing Decisions	0,658	8,958	Accepted
H4	Product Quality -> Customers Satisfaction	0,202	3,918	Accepted
H5	Price Perception -> Customers Satisfaction	0,189	3,370	Accepted
H6	Brand Image -> Customers Satisfaction	0,081	1,036	Rejected
H7	Purchasing Decisions -> Customers Satisfaction	0,527	6,376	Accepted
H8	Product Quality -> Customers Satisfaction -> Purchasing Decisions	0,073	1,602	Rejected
H9	Price Perception -> Customers Satisfaction -> Purchasing Decisions	0,029	0,743	Rejected
H10	Brand Image -> Customers Satisfaction -> Purchasing Decisions	0,347	5,461	Accepted

Source: SmartPLS Output Data Processing Results (2021)

Discussion

The results of **the first hypothesis are rejected**. Product quality is identified as having a positive and insignificant effect on purchasing decisions. This resembles research conducted by Diana (2019) stated that product quality does not significantly influence Starbucks' purchasing decisions. However, it is not in line with Nor Hazlin Nor Asshidin (2016) research, which states that product quality affects and is significant on purchasing decisions. Product quality on purchasing decisions is not a factor that triggers purchases with only an influence of 13.9% and the t-count value is smaller than the t-table, namely 1.756.

The results of **the second hypothesis are rejected**. Price perceptions are identified as having a positive and insignificant effect on purchasing decisions. This is in line with research conducted by Diana (2020), which states that price perception does not significantly influence Starbucks' purchasing decisions. However, it is not in line with the research of Lucian Pitic, et al (2017), Owusu Alfred (2013) which states that price perception has an effect and is significant on purchasing decisions. Price perception on purchasing decisions is not a trigger factor for purchases with only an influence of 5.6% and the t-count value is smaller than the t-table, which is 0.751.

The results of **the third hypothesis are accepted**. Brand image is identified as having a positive and significant influence on purchasing decisions. In line with research conducted by Albari, et al. (2020), Cristina Calvo-Porrall (2017) states that brand image has a significant and influential effect on purchasing decisions. The brand image on purchasing decisions is one of the main trigger factors in purchasing with only influencing 65.8% and the t-count value is greater than the t-table which is 8.958. The indicator on the brand image on purchasing decisions has the lowest average value on the *Kopi Janji Jiwa* product that can represent my wishes so that to improve purchasing decisions. The *Kopi Janji Jiwa* needs to increase brand recognition to create a positive impression given by *Kopi Janji Jiwa* so that customers are loyal to Coffee. *Kopi Janji Jiwa* not to switch to other business competitors.

The results of **the fourth hypothesis are accepted**. Product quality is identified to have a positive and significant influence on customer satisfaction. In line with Uzir Hossain Uzir (2020) research, Nur Dianah (2017) states that product quality has a significant and significant effect on customer satisfaction. Product quality on customer satisfaction has a trigger factor that can affect customer satisfaction by 20.2% with a t value of 3.918, greater than the t-table. Product quality indicators on customer satisfaction have the lowest average on the specifications of the *Kopi Janji Jiwa* product as expected so that the *Kopi Janji Jiwa* pays attention to the specifications of the type of coffee/coffee flavor that is used with the best quality, making customers feel satisfied with *Kopi Janji Jiwa* product.

The results of are **the fifth hypothesis accepted**, price perception is identified as having a positive and significant effect on customer satisfaction. In line with research conducted by Jonida Xhema, et al. (2018), and Heryanto (2021) stated that price perception has a significant and significant effect on customer satisfaction. Price perception on customer satisfaction has a trigger factor that can affect customer satisfaction by 18.9% with the t-count value of 3.370 which is greater than the t-table. The indicator of price perception on customer satisfaction has the lowest average. I feel that the price of the product of *Kopi Janji Jiwa* is proportional to the benefits offered by the product so that the *Kopi Janji Jiwa* needs to consider the perception of the price given to customers of *Kopi Janji Jiwa* according to the quality of taste that the customer expects.

The results of **the sixth hypothesis are rejected**. Brand image is identified as having a positive and insignificant effect on customer satisfaction. In line with the research conducted by Abdulalem Mohammed & Basri Rashid (2018), it is stated that brand image has no and significant effect on customer satisfaction. However, this is not in line with Fauzian Noor's (2020) research, which states that brand image has an effect and is significant on customer satisfaction. The brand image on customer satisfaction is not a trigger factor that can affect customer satisfaction by 8.1% with the t-count value of 1.036 which is smaller than the t-table.

The results of **the seventh hypothesis are accepted**. Purchasing decisions are identified as having a positive and significant influence on customer satisfaction. In line with research conducted by Lalinthorn Marakanon (2017), Siti Maburur (2019), states that purchasing decisions have an effect and are significant on customer satisfaction. Purchasing decisions on customer satisfaction have trigger factors that can affect customer satisfaction by 57.7%, with the t-count value of 6.376 which is greater than the t-table. The indicator of purchasing decisions on customer satisfaction has the lowest average on the *Kopi Janji Jiwa* product being one of the first choices, so the *Kopi Janji Jiwa* needs to pay attention to customer satisfaction. The greater the value of the purchase decision thought by the customer, the higher the level of customer satisfaction.

The results of **the eighth hypothesis are rejected**. Product quality is identified as having a positive and insignificant effect on customer satisfaction through purchasing decisions. In line with research conducted by Novita Nurul (2020), that product quality has no significant effect on Starbucks customer satisfaction. However, this is not in line with the research of Petr Suchánek, et al. (2016), which states that product quality has a significant and significant effect on customer satisfaction through purchasing decisions. Product quality on customer satisfaction through purchasing decisions is not a trigger factor that can affect customer satisfaction by 7.3% with the t-count value of 1.602 which is smaller than the t-table.

The results of **the ninth hypothesis are rejected**. Price perception is identified as having a positive and insignificant effect on customer satisfaction through purchasing decisions. In line with Ratlan Pardede (2017) research, it states that price perception does not significantly affect customer satisfaction through purchasing decisions. However, it is not in line with Osman M. Zaina & Mohammed Bashir Saidub (2016) research, which states that price perception significantly affects customer satisfaction through purchasing decisions. Price perception on customer satisfaction through purchasing decisions is not a trigger factor that can affect customer satisfaction by 2.9% with a t value of 0.743 which is smaller than the t-table.

The results of **the tenth hypothesis are accepted**. Brand image is identified as having a positive and significant influence on customer satisfaction through purchasing decisions. In line with the research of Cristina Calvo-Porralla, et al. (2017), stated that brand image has a significant and significant effect on customer satisfaction through purchasing decisions. Purchasing decisions on customer satisfaction through purchasing decisions have trigger factors that can affect customer satisfaction by 34.7% with a t value of 5.461, which is greater than the t table. The indicator of purchasing decisions on customer satisfaction has the lowest average of *Kopi Janji Jiwa* products that can represent my wishes so that *Kopi Janji Jiwa* prioritizes customer satisfaction to give a positive impression about the *Kopi Janji Jiwa* brand that adapts to current developments.

5. Conclusion and Suggestions

5.1 Conclusion

1. Product quality variable has a positive and insignificant effect on purchasing decisions. Thus, product quality in purchasing decisions is not a trigger factor for customers in determining the purchasing decision of *Kopi Janji Jiwa*.
2. The price perception variable has a positive and insignificant effect on purchasing decisions. Thus, the perception of price in purchasing decisions is not a trigger factor for customers in determining the purchasing decision of *Kopi Janji Jiwa*.
3. Brand image variable has a positive and significant influence on purchasing decisions. Thus, a brand image in purchasing decisions is one of the trigger factors for customers in determining the purchasing decision of *Kopi Janji Jiwa*.
4. Product quality variable has a positive and significant effect on customer satisfaction. Thus, product quality in customer satisfaction is one of the triggering factors for customers determining customer satisfaction.
5. The price perception variable has a positive and significant effect on customer satisfaction. Thus, the perception of price in customer satisfaction triggers customers in determining customer satisfaction.
6. Brand image variable has a positive and insignificant effect on customer satisfaction. Thus, the brand image in customer satisfaction is not a trigger factor for customers in determining the customer satisfaction of *Kopi Janji Jiwa*.
7. The purchase decision variable has a positive and significant effect on customer satisfaction. Thus, purchasing decisions in customer satisfaction become a trigger factor for customers in determining customer satisfaction.
8. Product quality variable has a positive and insignificant effect on customer satisfaction through purchasing

decisions. Thus, product quality on customer satisfaction through purchasing decisions is not a trigger factor for customers determining customer satisfaction for *Kopi Janji Jiwa*.

9. The price perception variable has a positive and insignificant effect on customer satisfaction through purchasing decisions. Thus, the perception of price on customer satisfaction through purchasing decisions is not a trigger factor for customers determining customer satisfaction for *Kopi Janji Jiwa*.
10. Brand image variable has a positive and significant influence on customer satisfaction through purchasing decisions. Thus, the brand image on customer satisfaction through purchasing decisions is one of the triggering factors for customers in determining customer satisfaction.

5.2 Suggestion

From the study results and based on the conclusions above, the following suggestions can be given.

- 1) For the *Kopi Janji Jiwa* Company
 - It is known that the brand image variable on the indicator "*Kopi Janji Jiwa* product can represent my desire" has the lowest average value. Thus, in influencing the purchase decision variable, it is a very dominant factor, so that *Kopi Janji Jiwa* needs to evaluate brand recognition to customers to improve customer purchasing decisions.
 - Product quality variable, the indicator "*Kopi Janji Jiwa* product specifications" as expected" has the lowest average value. Thus, product quality in influencing customer satisfaction variables is a very dominant factor, so that *Kopi Janji Jiwa* party pays attention to product quality aspects to be able to meet customer satisfaction.
 - *Kopi Janji Jiwa* needs to consider price perception. The price perception variable is known, so the indicator "I feel that the price of the *Kopi Janji Jiwa* product is proportional to the benefits offered by the product" has the lowest average value. Thus, the perception of price in influencing the variable of customer satisfaction is one of the dominant factors, so that it becomes a consideration to meet customer satisfaction. In this case, *Kopi Janji Jiwa* can adjust to the quality of taste expected by the customer.
 - The purchase decision variable is known, so the indicator "*Kopi Janji Jiwa* is one of the first choices" has the lowest average value. Thus, without a purchase decision, there will be no sense of consumer satisfaction. The greater the value of the purchase decision thought by the customer, the higher the level of customer satisfaction.
 - If the brand image variable is known, the indicator "*Kopi Janji Jiwa* product can represent my desire" has the lowest average value. Thus, the *Kopi Janji Jiwa* party needs to evaluate the product brand image of the *Kopi Janji Jiwa* to be an essential factor in giving a good impression to customers.
- 2) For further research:

To increase customer satisfaction, *Kopi Janji Jiwa* cannot be done by only increasing the factors that trigger brand image, price perception, and product quality, so it is necessary to pay attention to aspects that can improve customer decisions and customer satisfaction.

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