

THE INFLUENCE OF BRAND IMAGE ON CONSUMER PURCHASE DECISIONS FOR KENANGAN COFFEE PRODUCTS

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Abstract:

Kopi Kenangan is one of the brands that is currently popular with various groups, ranging from young people to adults. This research has significant urgency because it has the potential to contribute to developing the Kopi Kenangan business, providing deeper knowledge about consumer behavior, and advancing science in the field of marketing. By understanding how brand image influences purchasing decisions, companies can take strategic steps to improve their business performance. This study aims to serve as a reference for understanding the influence of brand image on consumer purchasing decisions. A survey method is utilized to analyze data from Kopi Kenangan consumers and evaluate the research hypothesis. Through this survey, the study examines whether a stronger brand image of Kopi Kenangan leads to higher consumer purchasing decisions. The findings are expected to assist Kopi Kenangan's management in formulating more effective marketing strategies to boost sales and customer loyalty while also serving as a foundation for future research on similar topics.

Keywords: *Brand Image, Kopi Kenangan, Marketing Strategy, Purchasing Decision.*

1. Introduction

Kopi Kenangan was initially established in 2017, has grown rapidly into a leading F&B New Retail company in Indonesia. Currently, they have 622 outlets spread across 45 cities. By 2024, the number of outlets will increase to more than 900 in Indonesia, Malaysia, Singapore, and the Philippines, with a target of reaching 2,000 outlets in Indonesia and 500 international outlets by 2027. Kopi Kenangan ranked first in the survey of favorite coffee shops with 40% of respondents choosing it and became the first unicorn in Southeast Asia in the F&B retail sector in 2021 [1] [2] .

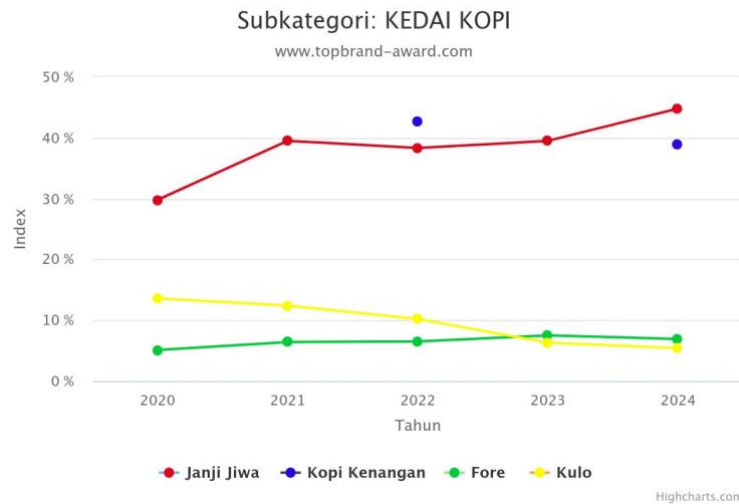


FIGURE 1 Results of Local Coffee Shop Brand Comparison [3]

Award data , Kopi Kenangan has succeeded in attracting consumers through affordable prices and flavors that suit local preferences. Its aggressive expansion strategy has led to it having up to 650 outlets by 2020, competing with big brands such as Janji Jiwa, Fore and Kulo . Consumer recognition is further strengthened by the *Brand of the Year* for two consecutive years (2021-2022). Kopi Kenangan shows more consistent growth compared to Janji Jiwa. Although its growth is not as fast as in the beginning, this brand is still able to maintain its position in the market [3] [4] .

Overall, Kopi Kenangan has successfully created a solid brand image by offering exceptional customer experience and superior quality products. Despite the tight competition with other brands, their position in the Indonesian coffee market remains strong. With a commitment to innovation and customer satisfaction, Kopi Kenangan has a great opportunity to continue to grow and maintain its role as one of the leaders in the coffee industry in Indonesia.

This study seeks to examine the impact of brand image on consumer purchasing decisions for Kopi Kenangan products, with a particular emphasis on digital marketing strategies. By exploring how brand image is shaped through digital marketing, this research aims to offer valuable insights for businesses in developing more effective marketing strategies to attract customers. Consequently, the findings of this study can serve as a reference for academics and researchers in the fields of marketing and consumer behavior.

2. Literature Review

2.1 Consumer Behavior.

Consumer behavior refers to the process by which individuals select, purchase, and use products or services to fulfill their needs or wants [5]. Consumer behavior in product selection has evolved, with individuals becoming more selective and critical. This indicates that a consumer's purchasing decisions are strongly influenced by a range of internal and external factors. [6].

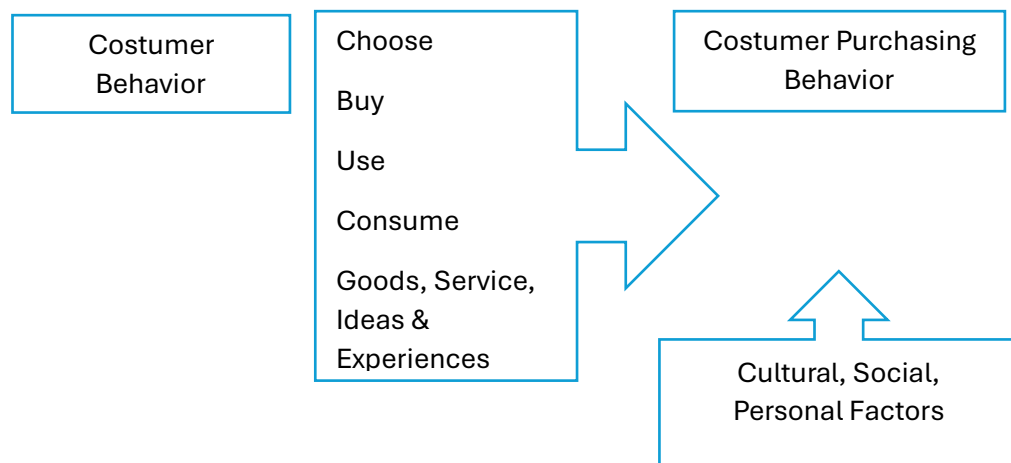


Figure 2 Relationship between consumer behavior and consumer purchasing behavior [5].

The image above illustrates in simple terms the process of consumer behavior, from selecting to evaluating products or services. This process is shaped by multiple factors, including internal influences such as needs, desires, and perceptions, as well as external factors like culture, social environment, and personal characteristics. In essence, understanding consumer behavior is the key to success in business. By gaining insight into consumer behavior and decision-making, companies can strengthen customer relationships and successfully achieve their business objectives. [5].

2.1 Purchase Decisions

A purchasing decision refers to the process by which consumers choose a product that aligns with their needs, desires, and expectations, ultimately resulting in either satisfaction or dissatisfaction. This decision is influenced by

various factors, including family, price, past experiences, and product quality. [7] [8] .

Two main factors affect purchasing decision-making. The first is the consumer, which involves two key elements: the consumer's mindset—including needs, motivations, perceptions, attitudes, and personal characteristics such as demographics, Lifestyle and personality. The second influencing factor is the external environment, which includes cultural values, cross-cultural variations, social class, personal interactions, and situational elements that can affect decision-making.[9] .

From the above explanation, it can be inferred that consumer purchasing decisions are problem-solving activities that can be carried out by individuals in choosing the right action in buying by first following the stages in the decision-making process. Understanding consumer behavior is not an easy thing to understand and do, because many factors influence and interact with each other, so the approach taken by a company must be designed as well as possible.

This literature review highlights that brand image significantly impacts consumer purchasing decisions for Kopi Kenangan products, particularly through effective and engaging digital marketing strategies. By strengthening its brand image and enhancing consumer trust, Kopi Kenangan can sustain its position as a leading coffee brand in Indonesia.

2.2 Brand Image

Brand image refers to consumers' perceptions of a brand, which are formed through their experiences, interactions, and communications with it. A strong brand image can enhance consumer trust and impact their purchasing decisions. Various studies have highlighted that brand image plays a crucial role in shaping consumer buying behavior.[10] .

Umroh (2024) has found that "Brand Image has a positive and significant influence on Purchase Interest of Kopi Kenangan Products in Denpasar City" [11] . This indicates that the stronger a brand's image, the higher the likelihood that consumers will choose to purchase its products.

A strong brand image can enhance consumer trust and influence purchasing decisions. Brand image reflects the beliefs, ideas, and impressions individuals have about a brand. Building a strong image for Kopi Kenangan requires creativity and dedication. Customer trust is a key element in relationship marketing. By leveraging social media and digital platforms, brands can engage directly with consumers, ensuring consistent messaging and creating meaningful experiences. [12].

Research conducted by Hariadi and Sugiharto (2023) stated that "Kedai Kopi Kenangan has succeeded in building a positive image for consumers, thereby creating brand loyalty" [13]. This states that an effective digital marketing strategy can not only build brand image but also increase customer loyalty.

3. Materials and Methods

In conducting this research, the researcher uses clear and precise terminology to ensure easy understanding for readers. This study employs a quantitative approach to evaluate the impact of brand image on consumer purchasing decisions. This method was chosen to analyze how brand image influences consumer choices related to Kopi Kenangan. The study's population consists of Kopi Kenangan consumers in Jakarta, with samples obtained through a purposive sampling method, targeting individuals who have previously purchased Kopi Kenangan products. This study applies a non-probability sampling method using a purposive sampling approach to select respondents who have relevant experience with the brand, ensuring the acquisition of accurate and valuable data. The number of respondents is determined to be between 30 and 50 individuals.

3.1 Design Study

This study adopts a descriptive and causal research design to examine the relationship between brand image (independent variable) and purchasing decisions (dependent variable). Statistical software like SPSS is utilized to conduct multiple linear regression analysis, assessing the impact of brand image on purchasing decisions.

3.2 Research Instruments

Research instruments play a crucial role in the data collection process. A well-constructed instrument ensures that the collected data is accurate and aligned with the research objectives.

No	Variables	Indicator	Source
1	BI 1	Memories Coffee brand is easy to remember	Nadilla Aqmarina Ramdani (2020)
	BI 2	Kopi Kenangan is a famous coffee brand in Indonesia	
	BI 3	If I were looking for a drink, then Kopi Kenangan is the brand I would choose	
	BI 4	Kopi Kenangan has a good image among the public and has many drink variants.	
	BI 5	Memories Coffee Shops are everywhere	
	BI 6	Kopi Kenangan has uniqueness compared to other brands	Nuraidya Fajariah, Armanu Thoyib , Fatchur Rahman(2016)
	BI 7	I believe that Kopi Kenangan is able to provide quality coffee.	
	BI 8	I feel that Kopi Kenangan has provided good service.	
2	KP 1	I feel that the products offered by Kopi Kenangan have met my needs.	The Story of a Young Woman (2017)
	KP 2	I am interested in trying the new products offered by Kopi Kenangan.	
	KP 3	I believe the standardization of Kopi Kenangan influences my purchasing decisions.	
	KP 4	I will recommend Kopi Kenangan to my closest people.	Diana Riyana, Angga Rovita, Teguh Yuwono (2020)
	KP 5	I often buy Kopi Kenangan products	
	KP 6	I feel When buying Kopi Kenangan is the best decision	
	KP 7	I feel that the price offered by Kopi Kenangan is in line with my purchasing power.	

Table 1 Research Instruments for Kopi Kenangan [14] [15] [16] [17].

The research instrument is a crucial tool in the research process, serving to gather the necessary data to address research questions and test hypotheses. To be effective, the instrument must meet validity and reliability standards.

3.4 Additional research findings

- Positive Impact of Brand Image

This study reveals that a strong brand image plays a crucial role in influencing consumer purchasing decisions. Consumers tend to prefer products associated with a well-established and reputable brand.

➤ Emotional Aspect

Brand image is shaped not only by a product's functional attributes but also by the emotional connections formed through past consumer experiences and brand communications.

➤ Perception of Quality

Consumers who perceive a brand, such as Kopi Kenangan, as high quality are more likely to make repeat purchases frequently.

➤ Social Recommendations

➤ Word-of-mouth recommendations from friends and family are essential in shaping brand perception and greatly influence purchasing decisions for Kopi Kenangan.

4. Results

4.1 Factor Analysis

4.1.1 Analysis Factor Loading

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.876
Bartlett's Test of Sphericity	Approx. Chi-Square	551,048
	df	105
	Sig.	.000

Reliability Test Table

Variables	Indicator	Factor Analysis (Factor Loading)	Bartlett's	Reliability Cronback Alpha
Brand Image	BI 1	0.737	0,000	0.905
	BI 2	0.662		
	BI 3	0.844		
	BI 4	0.904		
	BI 5	0.893		
	BI 6	0.841		
	BI 7	0.919		

	BI 8	0.921		
Buying decision	PD 1	0.884	0,000	0.949
	PD 2	0.911		
	PD 3	0.917		
	PD 4	0.928		
	PD 5	0.890		
	PD 6	0.892		
	PD 7	0.814		

Source: Results of descriptive and confirmatory factor analysis [18] .

Kaiser-Meyer-Olkin (KMO) is recognized as a Measure of Sampling Adequacy (MSA) of 0.876 (> 0.50) then it can be concluded that the factor analysis can be continued. And it can also be seen that the MSA values of each indicator are above 0.50 so that they have met the criteria of MSA and can be analyzed further without eliminating the indicators used. And in this value which has the smallest value is in the section (BI 1) which states that they do not always remember the Kopi Kenangan brand as one of the choices in choosing a coffee brand in Indonesia [18] .

In Reliability Test Cronbach's Value Alpha This shows that both variables, "Purchase Decision" and "Brand Image ", have very good reliability. The instruments used to measure both variables are reliable . This implies that if the questionnaire is administered to different samples or at different times, it is likely to yield consistent results. The reliability test evaluates the dependability of a measuring instrument, ensuring that repeated measurements of the same phenomenon with the same tool yield consistent and reliable results. [19] .

4.2 Normality Test

Numerous parametric statistical tests, such as the t-test and ANOVA, assume that the data follow a normal distribution. When this assumption is satisfied, the test results become more reliable. However, if the normality assumption is violated, the validity of the results may be compromised.

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro Wilk		
	Statistic	df	Sig .	Statistic	df	Sig .
Buying decision	.210	36	.000	.864	36	.000
Brand Image	.110	36	.200 *	.934	36	.034

*. This is a lower bound of the true significance .

a. Lilliefors Significance Correction

4.2.1 Null Hypothesis Rejection Criteria

- Null Hypothesis (H0): The data is normally distributed .
- Alternative Hypothesis (H1): The data is not normally distributed .

If the significance value (Sig .) is less than the specified significance level (usually 0.05), then we reject the null hypothesis and conclude that the data is not normally distribution [17] [20] .

4.2.2 Test Results

Based on the table above :

- **Purchase Decision:** The significance value (Sig.) is 0.000. As this value is below 0.05, the null hypothesis is rejected, suggesting that the "Purchase Decision" data does not follow a normal distribution [20].
- **Brand Image:** The significance value (Sig.) is 0.034. Since this value exceeds 0.05, the null hypothesis is not rejected, indicating that there is not enough evidence to determine that the "Brand Image" data deviates from a normal distribution [20] .

From the normality test results above, it can be concluded that:

- The “Purchase Decision” data is not normally distributed . This means that the normality assumption for parametric statistical analysis is not met for this variable [20] .
- The "Brand Image " data can be regarded as normally distributed, indicating that the normality assumption required for parametric statistical analysis is satisfied for this variable [20] .

4.3 Hypothesis Testing

4.4.1 Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted Square	R	Std . Error of the Estimate
1	.870 ^a	.757	.750		3,847

a. Predictors : (Constant), Brand Image

Based on the analysis results, the Brand Image variable (X) explains 75.7% of the variance in the Purchase Decision variable (Y). The remaining 24.3% is affected by other factors outside the regression model, including price, promotion, product quality, service quality, and additional variables.[20] .

4.4.2 Multiple Linear Regression Test

The following is the form of modeling used in this research.

$$Y = a + bX$$

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig .
		B	Std . Error	Beta		
1	(Constant)	3,687	1,633		2.258	.030
	Brand Image	.938	.091	.870	10,291	.000

a. Dependent Variable : Purchase Decision

With the simple regression equation above, namely Unstandardized Coefficients are as follows:

$$Y = a + bX$$

Where :

$$Y = 3.687 + 0.938X$$

Based on the test results above, the simple linear regression above shows that the constant value (a) = 3.687, this number has a level of significance if there is no variable X, then the value of the consistent variable Y is 3.687. While the regression coefficient value b is 0.938, then every 1% increase in variable X, there is an increase in variable Y of 0.938. So it can be said that variable X has a positive and significant effect on variable Y [20] [19]

4.4.3 T-test

The T-test is used to evaluate the impact of each variable by analyzing its partial significance on the dependent variable.

Basis for decision making [20] [19] .

- If the T-value is greater than the T-table value and the significance level is below 0.05, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted, indicating a significant relationship between the dependent variables.
- If the T-value is lower than the T-table value and the significance level is above 0.05, the null hypothesis (H0) is accepted, and the alternative hypothesis (H1) is rejected, suggesting no significant relationship between the variables.
- **H1:** It is assumed that brand image has a positive and significant impact on purchasing decisions for Kopi Kenangan products.

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig .
		B	Std . Error	Beta		
1	(Constant)	1,028	1,614		.637	.529
	Brand Image	.807	.078	.870	10,291	.000

a. Dependent Variable : Purchase Decision

Based on the results of the analysis of the table above, the calculated T value (10.291) < table (2.032) and sig (0.00) < (0.05) were obtained, so it was concluded that the brand Image has a positive and significant influence on purchasing decisions. H0 is rejected and H1 is accepted. [20]

5. Discussion

This study aims to analyze the effect of brand image on purchasing decisions for Kopi Kenangan, highlighting its crucial role in shaping consumer preferences. The results of hypothesis testing show that brand image has a significant impact on purchasing decisions, as H1 is accepted and H0 is rejected. This outcome is attributed to Kopi Kenangan's strong brand identity, supported by its distinctive advantages, strengths, and uniqueness. A simple linear regression analysis confirms a significant and positive relationship between "Brand Image" and "Purchase Decision" ($p < 0.05$). The regression coefficient of 0.5 indicates that each one-unit increase in "Brand Image"

results in a 0.5-unit increase in "Purchase Decision," assuming other variables remain constant.

Jonathan Caesar P. and Ricky T.'s research found that brand image, when analyzed independently, does not significantly influence purchasing decisions.[21] . Tri Lestira P.W. and Dita Safitri discovered that brand image positively and significantly impacts purchasing decisions for Kopi Kenangan products.[19] . Claudia, Johny R.E. Tampi, and Olivia F.C. Walangitan stated that brand image positively influences purchasing decisions for Kopi Kenangan products in the Mega Mall area. [22] .

From this, it can be concluded that research findings on the impact of brand image on purchasing decisions for Kopi Kenangan products vary. This variation indicates that the effect of brand image on purchasing decisions may differ depending on the study's context and sample. These findings are noteworthy as they highlight differing perspectives on the extent to which brand image influences consumer decisions. This opens up the opportunity to further investigate other factors that may play a role. Understanding brand image allows companies to create more effective marketing strategies. In doing so, they can increase positive consumer perception and drive sales.

This research helps Kopi Kenangan understand how their brand image affects consumers. The results can be used to refine branding strategies to attract more customers. This research provides important contributions in various aspects, from the development of the Kopi Kenangan business to the advancement of science in the field of marketing. The results provide more comprehensive insights into how a strong brand image can influence consumer purchasing decisions [18] .

6. Conclusions, Implications, and Recommendations

6.1 Conclusion

This research concludes that brand image plays a crucial role in influencing consumer purchasing decisions for Kopi Kenangan products. A well-established and positive brand image strengthens consumer trust and motivates them to make a purchase.[13] . With this, the Company must focus more on improving brand image by using more effective marketing strategies than before.

6.2 Implications

The results of this research suggest that companies should enhance their marketing strategies by focusing on strengthening brand image, particularly

through social media platforms like TikTok and Instagram. This approach aims to engage consumers and foster positive interactions. [11] .

In product development, the Company must also pay attention that the products offered by Kopi Kenangan have met consumer quality expectations to continue to maintain a good brand image. In improving customer experience through good customer service can strengthen brand image and encourage purchasing decisions [11] .

6.3 Limitations in Research

1. Sample Size

This study only used a limited sample of consumers in the Jakarta area, so the results may not apply to the wider population.

2. Method of collecting data

3. Using questionnaires as a data collection method may restrict the depth of information gathered.

6.4 Recommendation

Researchers are encouraged to conduct further studies with a larger sample size and across multiple regions in Indonesia to obtain more comprehensive results and explore various aspects of marketing strategies.

In using this method, it is expected that further research will use a mixed method. This approach offers a more in-depth understanding of the factors affecting purchasing decisions at Kopi Kenangan. The company is also advised to explore the emotional aspects of branding in Kopi Kenangan's marketing strategy, including Kopi Kenangan's brand image and customer experience [4]

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