

THE EFFECT OF BRAND IMAGE AND BRAND TRUST ON THE PURCHASE DECISION OF COFFEE OF PROMISE OF SOULS ON MANAGEMENT STUDENTS OF UBP KARAWANG

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ABSTRACT

This study aims to determine the effect of brand image and trademark trust on purchasing decisions on Coffee Janji Jiwa (Case Study: Management Students at Buana Perjuangan University). This research was conducted by quantitative descriptive methods, the variables in this study were 2 independent variables (X), namely brand image and brand trust and dependent variable (Y), namely the purchasing decisions measured using primary data from the questionnaire. The population in this study was the Management Student of the University of Buana Perjuangan Karawang with a sample calculation using the Slovin formula consisting of 101 respondents. The data analysis technique used is the validity test, reliability test, multiple linear analysis, t test and F test using the IBM Statistics SPSS 22 program. The results showed that there was a positive and significant effect of the brand image on the purchasing decision on the Kopi Janji Jiwa with T value of 2,268 > t Table 1.987. There was a positive and significant effect of the brand trust on the purchasing decision on the Kopi Janji Jiwa with T value of 3,249 > t Table 1.987.

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1. INTRODUCTION

The culinary business is a business that will always grow every year. Moreover, the business that is currently in great demand is the coffee business. Indonesia is one of the largest coffee producers in the world. Based on Toffin's independent research, coffee shops in Indonesia experienced an increase of 2,950 outlets in 2019 where in 2016 there were only 1,000 outlets, which means an increase of almost three times. For the nominal of the resulting market value reaches Rp. 4.8 trillion, a pretty fantastic beverage business. (Good News From Indonesia, 2019) Therefore, coffee production in Indonesia has increased every year. Based on the Indonesian Statistics report, in 2021 coffee production in Indonesia will reach 774.60 thousand tons which is experience enhancement from the previous year around 1.62% from 2020 as much as 762.20 thousand tons. (Annur, 2022).

Currently, Kopi Uji Jiwa is in the spotlight of the coffee drinking trend, the coffee which has the tagline "Coffee from the Heart" has succeeded in fulfilling the market share of coffee drinks in Indonesia. The reason is, Kopi Janji Jiwa managed to open more than 700 outlets in 50 different cities and managed to sell more than 10 million cups of coffee within 1 year since it first opened its first outlet in 2018. Kopi Janji Jiwa won the Indonesian World Record Museum award. (MURI) for the record for "The Fastest Coffee Shop Growth in One Year", in 2019. (Bisnis.com, 2019) Quoted from DailySocial "Throughout 2021, Promise Jiwa has sold 40 million products with a 2x increase compared to the same period in the previous year. According to the owner's explanation, Billy Kurniawan, the impressive growth obtained cannot be separated from digital channels. (Eka, 2021) The high growth of the coffee shop business is accompanied by competition between the Promised Jiwa coffee brand and other brands, Promise Jiwa coffee is the second coffee shop in the Top Brand Index after Kopi Kenangan.

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Table 1. 1 Top Brand Index

No.	Brand	Persentase
1.	Kopi Kenangan	42.6%
2.	Janji Jiwa	38.3%
3.	Kulo	10.2%
4.	Fore	6.5%

(www.topbrand-award.com, 2022)

Consumer behavior is a physical or mental activity of final consumers or business consumers in which there is an activity with the aim of obtaining, consuming and discontinuing the use of certain products, services, ideas and or experiences. (Razak, 2016) At the Youth Choice Award (YCA) event which was held in March 2022, online voting took place from January 4, 2022 to February 28, 2022. Promise Jiwa managed to get a silver winner in the "coffee to go" category. A top honor for Gen Z's chosen brands. (Marketeers, 2022) In building an image on a brand, a company must create a brand identity that can touch the hearts of consumers both in terms of price, quality and symbols. A positive image will make the brand more easily embedded in the minds of consumers. (Ramadan, 2019). According to (Rita, 2018) trust is built because of the expectation that the other party will act in accordance with the needs and desires of consumers. A person's trust is not always aimed at fellow humans, but can also be aimed at unreal objects such as brands.

According to (Indiani et al., 2022) a good brand image of a product or service will further increase consumer confidence in the product or service so that consumers have a desire to know more, remember, pay special attention to a product or service. This study aims to: (1) determine the effect of brand image on the purchasing decision of Jiwa Jiwa coffee, (2) the effect of brand trust on purchasing decisions, (3) the influence of brand image and brand trust on purchasing decisions on Kopi Jiwa. According to (Albaum et al., 2016) brand image is the customer's perception of a brand which is reflected through the memories, feelings and expectations of consumers. Brand image has an effect on purchasing decisions, this is because the existence of a brand image can make it easier for consumers to research the products to be purchased and assist consumers in obtaining good quality goods. (Sari & Manurung, 2017) Brand image has a big role in influencing purchasing decisions. For this reason, the brand can be one of the factors that consumers must consider in making purchasing decisions. (Ermawati et al., 2018) According to (Kotler & Keller, 2012) The dimensions and indicators used by the brand image variable have three components, namely: maker image, user image, product image.

According to (Putri et al., 2021) Customer trust in a brand (brand trust) is defined as the desire to trust a brand with the risks faced by customers because their expectations will give positive results. Trust is something that is difficult to get, therefore the higher the level of consumer confidence in a product in a particular brand, the higher the level of consumer tendency to make purchases of products with related brands. (HS et al., 2020) According to Saldy in (Asnani, 2017) the dimensions and indicators used in brand trust have five components, namely: trust, reliability, security, honesty and hope. According to (Dharmawan et al., 2021) purchasing decisions are actions from consumers who evaluate a product from the many product choices to buy one of the products of choice. Consumer decisions in making purchases are initiated by stimuli which are then influenced by several environmental factors and influence consumers in choosing certain products. (Indiani et al., 2022) According to (Kotler & Keller, 2012) the dimensions and indicators used in purchasing decisions have six components, namely: product choice, brand choice, dealer selection, number of purchases, determination of time of purchase and payment method.

2. METHOD

In this research, the method used is descriptive quantitative method. The type of data to be taken is primary data obtained from distributing questionnaires with a population of 135 respondents and sample calculations using the slovin formula with a total of 101 respondents.

The time of this research was carried out from March 2022 to May 2022. The place of this research was carried out at the University of Buana Perjuangan Karawang. The targets in this research are Management students at the Buana Perjuangan Karawang University who are 19-35 years old and have bought Promise Jiwa Coffee. According to (Sugiyono, 2015) primary data is a data source that directly provides data to data collectors. Meanwhile, secondary data is a source that does not directly provide data to data collectors, for example through other people or through documents. According to (Sugiyono, 2013) Data analysis is an activity after data from all respondents or other data sources are collected. According to (Sugiyono, 2013) Researchers in the field of social research instruments used are often self-constructed, including testing their validity and reliability.

Validity test is very important because validity guarantees the validity of the measurement from the specified scale of the variables used in determining the relationship of an event or phenomenon. (Hardani et al., 2020) The reliability of a scale is defined as the extent to which a measurement process is free from error. Reliability is closely related to accuracy and consistency. A scale is said to be reliable if it produces the same results when measurements are repeated and carried out under constant (same) conditions. (Hardani et al., 2020). Multiple linear regression aims to determine the functional relationship between the independent variables together with the dependent variable. The formula used is: $Y = a + b_1X_1 + b_2X_2 + e$. According to (Ghozali, 2018) the t-test is used to test the significance of the variation in the relationship between the independent and dependent variables, whether the independent variables, namely Brand Image and Brand Trust, are really significantly influence individual individual to the dependent variable, namely the Purchase Decision.

According to (Ghozali, 2018) this F statistical test is basically to show whether all the independent variables included have a simultaneous/simultaneous effect on the dependent variable.

3. RESEARCH RESULTS AND DISCUSSION

Research result

Table 1. Validity Test

Variable	Indicator	Pearson Cor	Score Sig	Status
Brand Image (X1)	X1.1	0,556	0,000	VALID
	X1.2	0,622	0,000	VALID
	X1.3	0,659	0,000	VALID
	X1.4	0,673	0,000	VALID
	X1.5	0,727	0,000	VALID
	X1.6	0,662	0,000	VALID
	X1.7	0,690	0,000	VALID
	X1.8	0,541	0,000	VALID
	X1.9	0,655	0,000	VALID
	X1.10	0,671	0,000	VALID
	X1.11	0,681	0,000	VALID
	X1.12	0,631	0,000	VALID
	X1.13	0,742	0,000	VALID
	X1.14	0,703	0,000	VALID
Brand Trust (X2)	X2.1	0,739	0,000	VALID
	X2.2	0,637	0,000	VALID
	X2.3	0,642	0,000	VALID

	X2.4	0,695	0,000	VALID
	X2.5	0,709	0,000	VALID
	X2.6	0,626	0,000	VALID
	X2.7	0,570	0,000	VALID
	X2.8	0,720	0,000	VALID
	X2.9	0,775	0,000	VALID
	X2.10	0,790	0,000	VALID
	X2.11	0,814	0,000	VALID
	X2.12	0,703	0,000	VALID
	X2.13	0,824	0,000	VALID
	X2.14	0,813	0,000	VALID
	X2.15	0,624	0,000	VALID
Buying decision (Y)	Y.1	0,739	0,000	VALID
	Y.2	0,642	0,000	VALID
	Y.3	0,786	0,000	VALID
	Y.4	0,605	0,000	VALID
	Y.5	0,551	0,000	VALID
	Y.6	0,664	0,000	VALID
	Y.7	0,637	0,000	VALID
	Y.8	0,450	0,000	VALID
	Y.9	0,579	0,000	VALID
	Y.10	0,441	0,000	VALID
	Y.11	0,549	0,000	VALID

Source: Processed Data 2022

Based on table 1, the results of the Validity Test as shown in the tables above, show that the statement of the brand image variable (X1), brand trust (X2) and Purchase Decision (Y) has a correlation value greater than rcount at a significance value of 5% (0.195).). It can be concluded that all items in this research questionnaire are valid.

Table 2 Reliability Test

Variable	Cronbach's Alpha	Status
Brand Image (X1)	0,920	Reliabel
Brand Trust (X2)	0,946	Reliabel
Buying decision (Y)	0,884	Reliabel

Source: Processed data 2022

Based on table 2, the results of the reliability test show that all variables of brand image (X1), brand trust (X2) and Purchase Decision (Y) have Cronbach's alpha which is greater than r_{count} at a significance level of 5% (0.195). It can be concluded that the measuring instrument can be trusted (reliable). The results of multiple linear regression analysis are as follows: $Y = 3,927 + 0,285 + 0,342 + e$. The constant of the multiple linear regression equation is 3.927. This explains that the value of brand image and brand trust is 0 (zero), so the purchase decision is 3.927. The regression coefficient for the Brand Image variable is 0.285 and is positive, this explains that every change of one unit in Brand Image, while brand trust is assumed to be constant, the amount of Purchase Decision will experience a change, namely an increase of 0.285. The regression coefficient for the Brand Trust variable is 0.342 and is positive, this explains that every change of one unit in Brand Trust, while Brand Image is assumed to be constant, the amount of Purchase Decision will experience a change, namely an increase of 0.342.

Based on the results of the partial test (t test), it is known that the Sig for the effect of brand image (X1) on purchasing decisions (Y) is $0.026 < 0.05$ and the t value is $2.268 > t_{table}$ is 1.987. So it can be concluded that H1 is accepted, which means that there is an influence of brand image on purchasing decisions. It is known that the Sig for the effect of brand trust (X1) on purchasing decisions (Y) is $0.002 < 0.05$ and the t value is $3.249 > t_{table}$ 1.987. So it can be concluded that H2 is accepted, which means that there is an influence of brand trust on purchasing decisions. Based on the results of the simultaneous test (f test), it is known that the Sig value for the influence of brand image and brand trust simultaneously on purchasing decisions is $0.000 < 0.05$ and the calculated f value is $63.017 > f_{table}$ 3.09. So it can be concluded that H3 is accepted, which means that there is an influence of brand image and brand trust on purchasing decisions.

Discussion

Based on the analysis results for the brand image variable, the t_{count} is $2.268 > t_{table}$ 1.987 and the significance level is less than 0.05, which is 0.026. So it can be concluded that the brand image has a positive and significant effect on purchasing decisions on the Promise Jiwa coffee. This shows that the better the Kopi Janji Jiwa brand image, the higher the purchase decision. The results of this study are supported by Oktavia (2021) which states that brand image has a positive value and has a significant influence on purchasing decisions at shopee. In contrast to Christania's (2021) research which states that brand image has no significant effect on purchasing decisions. Based on the results of the analysis for the brand trust variable, the t_{count} is $3,249 > t_{table}$ 1,987 and the significance level is less than 0.05, which is 0.002. So that it can be concluded that brand trust has a positive and significant effect on purchasing decisions on Promise Jiwa coffee. This shows that with the increasing brand trust of Kopi Janji Jiwa, it will increase the tendency of consumers to make purchasing decisions.

The results of this study are supported by Yunita (2022) which states that brand trust has a positive and significant effect on purchasing decisions on Bowongso Coffee consumers in Wonosobo Regency. Contrary to research conducted by Asnani (2021), it is stated that brand trust has a negative value and has a significant influence on purchasing decisions at shopee. Based on the results of the F test, the value is significantly less than 0.05, which is 0.000. Thus, it can be concluded that the variable brand image and brand trust simultaneously have a positive and significant effect on purchasing decisions. This is because the better the brand image and brand trust, the purchasing decisions for Kopi Promise Jiwa will increase. The results of this study are supported by Aditya (2021) who states that Brand Image and Brand Trust simultaneously have an influence on the purchasing decision of Zanana Chips.

4. CONCLUSIONS

The brand image variable partially has a positive influence on the purchasing decision of Promise Jiwa coffee. The brand trust variable partially has a positive influence on the purchasing decision of the Promised Jiwa coffee. The variables of brand image and brand trust simultaneously have a positive influence on the purchasing decision of Promise Jiwa coffee.

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