

Influence of Brand Awareness, Brand Image, and Trust Against Kopi Kenangan Purchasing Decisions in West Jakarta

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Abstract

Coffee is a widely consumed beverage enjoyed by people all over the world, including in Indonesia. The delectable taste and distinctive aroma of coffee have made it a favorite among individuals, turning coffee consumption into a popular habit both within Indonesia and globally. This research aims to investigate the impact of brand recognition, brand image, and trust on purchase decisions for Kopi Kenangan, a popular coffee brand in West Jakarta. providing valuable insights for the coffee industry and marketers in enhancing their branding strategies and fostering consumer loyalty. The findings will contribute to a better understanding of consumer behavior and brand dynamics in the ever-evolving coffee market. The study used purposive sampling to select 150 respondents from the Kopi Kenangan customer community, and data was collected through a survey questionnaire. The Partial Least Squares (PLS) technique was used to analyze the data. The study found that brand awareness, brand image, and trust have a significant and positive effect on customers' purchase decisions. The results of this study provide valuable insights into the factors that influence customer loyalty and purchase behavior in the coffee industry.

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INTRODUCTION

Coffee is a widely consumed beverage enjoyed by people all over the world, including in Indonesia. The delectable taste and distinctive aroma of coffee have made it a favorite among individuals, turning coffee consumption into a popular habit both within Indonesia and globally. The coffee industry has seen remarkable growth, with coffee consumption continuing to increase, even during the pandemic. In 2020, domestic coffee consumption in Indonesia reached 294,000 tons, a significant 13.9% increase compared to 2019 (Amalia et al., 2021).

Over the years, the coffee shop culture has seen significant growth in Indonesia, leading to a surge in the number of coffee shops across the country. The growth can be seen through the significant increase in the number of coffee shops, which almost tripled from approximately 1,000 in 2016 to 2,950 by August 2019 (Toffin Indonesia, 2019). This trend indicates the increasing popularity of coffee shops among the Indonesian population.

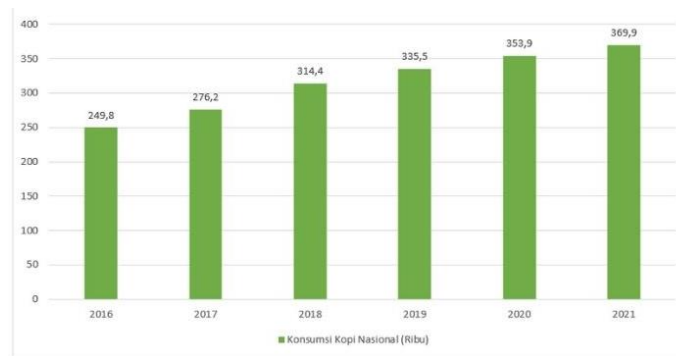


Figure 1. National Coffee Consumption Data

Figure 1 presents data on national coffee consumption, showing the consistent growth in coffee consumption in Indonesia over the years (The Economics, 2021). Indonesian coffee consumption is expected to grow at an average annual pace of 8.22% from 2016 to 2021, outpacing world consumption by 8% (Joudeh and Dandis, 2018).

As coffee shops continue to thrive, they face heightened competition in capturing the attention of consumers. Among the various coffee shops, Memories Coffee has emerged as a dominant player, competing with Keep Going, which provides ready-to-drink (RDT) coffee quality at various price points. With the current Indonesian population's preference for practicality and simplicity, coffee shops strive to gain a competitive edge by engaging consumers on both emotional and cognitive levels. Establishing a strong brand presence becomes crucial in capturing consumers' hearts and minds, fostering brand loyalty (Baisyir, 2021).

Memories Coffee, founded in 2017 by Edward Tirtanata and James Prananto, has made significant strides in the coffee market. Consumers have responded positively to the company's approach of utilizing genuine Indonesian coffee and authentic sugar from Banten to create high-quality milk coffee (CNBC Indonesia, 2019). The brand's expansion into packaged coffee products, such as "Ready Drink: Coffee Memories Just For You," further broadened its portfolio and market reach (CNBC Indonesia, 2022).

Table 1. Indonesian Top Brand Index Data

Kenangan	39.9
Janji Jiwa	29.8
Kulo	13.6
Fore	5.1
Furo	3.1

Table 1 displays data from the Indonesian Top Brand Index, with Memories Coffee taking the lead as the most in-demand brand among survey respondents in 2019, surpassing competitors like Soul Promise (Indonesia Top Brand Index, 2019). Additionally, Memories Coffee's catchy name and whimsical menus, such as "Memories of the Past," have resonated with various customer segments, including students and workers (Ajaib, 2022).

The brand's achievements have gained international recognition, as demonstrated by its

prestigious title as the "Brand of the Year" in the "Retailer Cafe on Site" category at the 14th World Branding Awards (Kopi Kenangan, 2021). This accolade, determined through a survey and evaluation process involving over 345,000 consumers worldwide, underscores the high level of trust and popularity that Memories Coffee enjoys (World Branding Awards, 2021-2022).

Table 2. Top Brand Awards Coffee Shop Phase 1 2022

Brands	TBI 2022	Predicate
Kopi Kenangan	42.6%	Top 1
Janji Jiwa	38.3%	Top 2
Kulo	10.2%	Top 3
Fore	6.5%	-

Table 2 presents the Top Brand Awards Coffee Shop Phase 1 2022, where Memories Coffee achieved the top spot with a Top Brand Index (TBI) of 42.6%, indicating strong trust and customer preference for the brand (Top Brand Award, 2022).

The success of Memories Coffee is not only attributed to brand awareness but also to brand image and consumer trust. Brand image, as perceived by consumers, plays a pivotal role in shaping their preferences and purchase decisions (Kapirossi & Prabowo, 2023). A positive brand image fosters familiarity and reduces consumer confusion when faced with various choices (Tirtayasa et al., 2021). Trust, on the other hand, is built on various factors such as competence, integrity, and kindness, indicating a willingness to depend on a company's products or services (Kotler & Keller, 2016). In the service business, the trust factor is very important to be able to increase loyalty (Utama, 2023).

Given the importance of awareness, brand image, and trust in influencing consumer decisions, the researcher conducted a pre-survey among Memories Coffee consumers in West Jakarta. The pre-survey results (Table 3) revealed that these variables likely contribute significantly to consumers' purchasing decisions (own data, 2023).

Table 3. The Pre-Survey Results

No	Statement	Yes	No	Variables
1	Memories Coffee Prices Are Affordable For I	86.3%	13.7%	Price
2	Memories Coffee Employees Own Inner Friendly Attitude Serve Consumer	58.9%	41.1%	Quality Service
3	Memories Coffee Products have a taste that fits on the tongue.	78.9%	21.1%	Quality Product
4	I like consuming fresh coffee every day.	87.5%	12.5%	Lifestyle _
5	Atmosphere Memories coffee shop comfortable For wait orders	82.3%	17.7%	Store Atmosphere
6	Memories Coffee has interesting content on social media.	78.1%	21.9%	Promotion
7	Memories Coffee has simple packaging and no easy damage.	93.8%	6.3%	Brand Image
8	Kopi Kenangan's packaging and brand are easily known and remembered.	95.8%	4.2%	Awareness Brand
9	Memories Coffee Shop is easy to find. Where just	87.5%	12.5%	Location
10	Memories Coffee always tries to satisfy consumers through the best service given to every consumer.	93.7%	6.3%	Trust
11	I made Memories Coffee my choice for the best modern coffee drink.	96.1%	3.9%	Purchase Decision

With the growing coffee industry and intense competition among coffee shops, Understanding the significance of brand awareness, image, and trust influence consumers' purchasing decisions. Therefore, The purpose of this study is to investigate the impact of brand awareness, brand image, and trust on Memories Coffee purchasing decisions in West Jakarta, providing valuable insights for the coffee industry and marketers in enhancing their branding strategies and fostering consumer loyalty. The findings will contribute to a better understanding of consumer behavior and brand dynamics in the ever-evolving coffee market.

METHOD

The research was conducted from August 2022 to April 2023 among consumers who had purchased and consumed Kopi Kenangan products at least twice. The study took place in four Kopi Kenangan outlets located in West Jakarta, Indonesia. These outlets were selected purposefully to represent the entire population of Kopi Kenangan outlets in the region.

This study used a causal research design, with the primary goal of studying the influence of independent factors (brand awareness, brand image, and trust) on the dependent variable (buying decision). The quantitative research method was employed, involving the use of positivist philosophy and the collection of data from a representative sample using random sampling techniques. The variables in the study were defined as follows:

- a) Brand Awareness (X1): The ability of consumers to remember and recognize a brand based on its characteristic or unique selling point.
- b) Brand Image (X2): Consumers' perception of a brand, which influences their judgment and trust in the brand.
- c) Trust (X3): Consumers' confidence and willingness to rely on a brand and its products.
- d) Purchase Decision (Y): Consumers' choice to buy a specific brand or product.

To measure these variables, a Likert scale was used, with respondents providing their level of agreement on a scale of 1 to 5. The population of the study consisted of consumers from four Kopi Kenangan outlets in West Jakarta. The number of indicators employed in the questionnaire determined the sample size, which resulted in a total of 150 responses. Data collection was conducted using questionnaires, and the data analysis process involved two main methods:

- a) Descriptive analysis: Describing the respondents' characteristics and questionnaire responses.
- b) Partial Least Square (PLS) analysis: The measurement model's validity and reliability (outer model) were evaluated, and the structural model (inner model) was examined to analyze the interrelationships between the variables.

The outer model was analyzed for validity and reliability through confirmatory factor analysis. The indicators' convergent and discriminant validity were assessed to verify that they accurately reflected their respective constructs. The constructs' reliability was assessed using composite reliability and Cronbach's alpha.

R-square was employed as a measure of goodness-of-fit in the inner model to assess the ability to predict the causal relationship between latent variables. The predictive relevance Q2 value was also considered. Hypothesis testing was performed using the bootstrapping procedure to determine the significance of the estimated path coefficients.

RESULTS AND DISCUSSION

RESULTS

Overview and Object Study

The research focuses on Memories Coffee, a rapidly growing coffee shop chain with four outlet locations in West Jakarta. The company's mission is to promote Indonesian coffee as a local brand globally, and it has achieved significant success since its inception in 2017. By 2020, Memories Coffee had sold over 30 million cups, operated more than 868 stores across 64 cities in Indonesia, and employed over 5000 individuals, with 53 outlets located in West Jakarta alone (Kopi Kenangan, 2020).

Analysis Results Statistics Descriptive

1. Description Respondents

The study included 150 respondents, who were existing consumers of Kopi Kenangan and had consumed its products at least twice a month. The respondents' characteristics were collected through completed questionnaires and included age, gender, occupation, and income.

a. Description Respondents Based on Age

Table 4. Respondent Age

		Frequency	Present
Valid	17–27 Years	141	94.0
	28–38 Years	7	4,7
	39–49 Years	1	,7
	>49 Years	1	,7
	Total	150	100.0

Source: Processing *Output with SPSS 26 (2023)*

The majority of respondents fell in the age range of 17 to 27 years, accounting for 94.0% (141 respondents). The other age groups had fewer respondents, with 4.7% (7 respondents) between 28 to 38 years, and 0.7% (1 respondent) each for ages 39 to 49 years and above 49 years.

b. Description Respondents Based on Gender

Table 5. Respondent Gender

		Frequency	Present
Valid	Man	38	25,3
	Woman	112	74,7
	Total	150	100.0

Source: Processing *Output with SPSS 26 (2023)*

Out of the 150 respondents, 74.7% (112 respondents) were female, while 25.3% (38

respondents) were male, indicating that the majority of consumers in the study were female.

c. Description Respondents Based on Work

Table 6. Respondent's Occupation

	Frequency Present	
Valid Student	4	2,7
Student	130	86,7
Employee	16	10,7
Total	150	100,0

Source: Processing *Output with SPSS 26 (2023)*

Regarding occupation, 86.7% (130 respondents) were students, 10.7% (16 respondents) were employees, and 2.7% (4 respondents) were unemployed, making students the dominant group among the respondents.

d. Description Respondents Based on Income

Table 7. Respondent Income

	Frequency Present	
Valid Not Yet Earned	82	54,7
< IDR 500,000	21	14,0
IDR 500,000–IDR 1,500,000	16	10,7
> IDR 1,500,000	31	20,7
Total	150	100,0

Source: Processing *Output with SPSS 26 (2023)*

In terms of income, 56.7% (82 respondents) did not earn any income at the time of the study. Additionally, 20.7% (31 respondents) earned more than IDR 1,500,000, 14.0% (21 respondents) earned less than IDR 500,000, and 10.7% (16 respondents) earned between IDR 500,000 to IDR 1,500,000.

e. Description Respondents Based on Lots of Consumption

Table 8. Many Respondents Consumption

	Frequency Present	
Valid 1 Month, 2 Times	98	65,3
> 2 Times a Month	52	34,7
Total	150	100,0

Source: Processing *Output with SPSS 26 (2023)*

Regarding the frequency of coffee consumption, 65.3% (98 respondents) consumed Kopi Kenangan twice a month, while 34.7% (52 respondents) consumed it more than two times per month.

Results of the Data Analysis of Private Least Square (PLS)

The study employs PLS, a component- and variance-based SEM method, using the Smart-PLS program version 3.2.9 for data analysis. PLS is chosen as it serves as an alternative model for variance-based SEM, particularly suitable for causal-predictive analysis in complex situations with limited theoretical support (Ghozali, 2014). Its objective is to establish optimal predictive linearity in data relationships, making it applicable for confirming theory and exploring connections between variables. The strength of PLS lies in its flexibility, as it does not require the data to follow a multivariate normal distribution or necessitate a large sample size, aligning with Wold's insights (Ghozali, 2014). The research will follow specific steps for testing and analysis:

Evaluation of Measurement Model Tests (Outer Models)

The analysis of the outer model is conducted to assess the feasibility of the measurements in terms of their validity and reliability. The outer model comprises indicators and their corresponding factors. This analysis involves conducting validity and reliability tests to ensure the accuracy and consistency of the measurements used in the study.

a. Validity Test

Convergent validity is examined for each indicator construct in the study. According to Ghozali (2014), an indicator is considered valid if its value exceeds 0.70, and a loading factor ranging from 0.50 to 0.60 is deemed acceptable. Indicators with loading factors less than 0.50 are omitted from the model since they do not fulfill the convergent validity criterion. The convergent validity test results before and after change. Some indicators have loading factors below 0.70 and are declared invalid and not significant. These indicators are removed from the model in the modification process.

b. Reliability Test

The precision, consistency, and internal instrument correctness are all evaluated during the reliability test. To measure the dependability of each indication on a variable, composite reliability values are utilized. The acceptable threshold for composite dependability is greater than 0.7. Average Variance Extracted (AVE) results are regarded as more important than composite dependability. The minimum AVE value recommended is 0.50. Table 13 displays the AVE output from Smart PLS 3.2.9, revealing that all variable construct values are more than 0.50, meeting the suggested AVE criterion.

Table 9. Average Test Results Variances Extracted (AVE)

Variable	Average Variances Extracted (AVE)
Brand Awareness	0.759
Brand Image	0.631
Trust	0.660
Buying decision	0.668

Source: PLS Processing Results 3.2.9, 2023

Discriminant Validity Test

Discriminant validity is evaluated through three approaches: cross loading, Fornell-Larcker criteria, and Heterotrait-Monotrait Ratio (HTMT).

a. Cross Loading Approach

The crossloading method investigates the relationship between construct indicators and their corresponding constructs. Table 14 shows the results of the crossloading test. According to the table, the correlation values between the indicators and their related constructs are higher than the correlation values between the indicators and other constructs. For example, the correlation between indicators BA1, BA5, BA6, BA7, and BA8 with the Brand Awareness construct is higher than their correlation with other constructs. Similar patterns are observed for the Brand Image and Trust constructs. These findings give support for the constructs' discriminant validity.

Table 10. *Discriminant Test Results Validity (Cross loading)*

	Brand Awareness	Brand Image	Trust	Buying decision
BA1	0.841	0.605	0.563	0.597
BA5	0.906	0.748	0.656	0.751
BA6	0.889	0.756	0.635	0.723
BA7	0.871	0.738	0.703	0.749
BA8	0.847	0.715	0.708	0.738
BI1	0.662	0.797	0.701	0.724
BI10	0.717	0.832	0.719	0.746
BI2	0.651	0.813	0.688	0.741
BI3	0.718	0.837	0.677	0.684
BI4	0.672	0.816	0.676	0.705
BI5	0.620	0.773	0.605	0.643
BI6	0.540	0.712	0.673	0.702
BI7	0.692	0.827	0.656	0.700
BI8	0.586	0.770	0.596	0.627
BI9	0.616	0.755	0.601	0.635
T1	0.603	0.662	0.830	0.660
T2	0.598	0.609	0.782	0.619
T4	0.661	0.664	0.762	0.647
T5	0.541	0.665	0.842	0.642
T6	0.651	0.759	0.842	0.757
PD2	0.748	0.676	0.610	0.789
PD3	0.703	0.777	0.695	0.876
PD4	0.684	0.766	0.687	0.856
PD5	0.557	0.642	0.719	0.770
PD6	0.657	0.696	0.653	0.789

Source: PLS Processing Results 3.2.9, 2023

b. Fornell-Larcker Criteria

The Fornell-Larcker criterion for discriminant validity compare the square root of the AVE for each construct to the correlation values between constructs. The Fornell-Larcker values for each construct are shown in Table 15. The table shows that the AVE values for

each construct are higher than the correlation values between the constructs. This conclusion implies that the Fornell-Larcker criteria are met, giving more evidence of the components' discriminant validity.

Table 11. Fornell-Larcker Value (Discriminant Validity Test)

	Brand Awareness	Brand Image	Trust	Buying decision
Brand Awareness	0.871			
Brand Image	0.817	0.873		
Trust	0.753	0.822	0.831	
Buying decision	0.817	0.794	0.812	0.821

Source: PLS Processing Results 3.2.9, 2023

c. Heterotrait-Monotrait Ratio (HTMT)

The HTMT technique is an alternate way for determining discriminant validity. Table 16 displays the HTMT values. The HTMT values for the brand awareness variable are below the threshold value of 0.90, indicating that the brand awareness construct fulfills the discriminant validity criteria. However, the HTMT values for brand image and trust are above the threshold, suggesting a potential issue with discriminant validity for these constructs in the estimated model.

Table 12. Heterotrait-Monotrait Ratio (HTMT) Test Results

	Brand Awareness	Brand Image	Trust	Buying decision
Brand Awareness				
Brand Image	0.876			
Trust	0.836	0.915		
Buying decision	0.910	0.962	0.941	

Source: PLS Processing Results 3.2.9, 2023

b. Reliability Test Results

In this study, reliability tests were performed to evaluate the variables' correctness, consistency, and internal instrument accuracy. The researcher utilized SmartPLS for the analysis. Composite dependability, which analyzes the dependability value of each indicator on a variable, was one of the major metrics used for evaluating reliability. To be deemed reliable, variables were required to meet the composite reliability threshold of > 0.7.

Table 13. Composite Testing Results Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite reliability	Information
Brand Awareness	0.920	0.940	Reliable
Brand Image	0.935	0.945	Reliable
Trust	0.871	0.906	Reliable
Buying decision	0.875	0.909	Reliable

Source: PLS Processing Results 3.2.9, 2023

The results of the reliability tests, presented in Table 4.16, revealed the following composite reliability values for each variable used in the study: Brand Awareness (0.940), Brand Image (0.945), Trust (0.906), and Buying Decision (0.909). Additionally, Cronbach's Alpha values were also provided, indicating the internal consistency of the variables.

2. Structural Model Testing (Inner Model)

The inner model testing involves analyzing the relationship between exogenous and endogenous variables. This is done through path analysis and evaluating the R-square value and predictive relevance Q2.

a. R-square Value

The R-square number represents the model's goodness-of-fit. It depicts the endogenous variable variability explained by the independent variables. The R-square value for purchasing decisions is 0.815, indicating that the model can explain 81.5% of purchasing decisions.

Table 14. Square Value

Variable	R- square
Buying decision	0.815

Source: PLS Processing Results 3.2.9, 2023

b. Predictive Relevance Q2

The Q2 value assesses the predictive relevance of the model. A Q2 value greater than 0 indicates good predictive relevance. In this study, the Q2 value for purchasing decisions is 0.535, indicating good predictive relevance.

Table 15. Q2 Value Test Results

Variable	Q2
Buying decision	0.535

Source: PLS Processing Results 3.2.9, 2023

c. Path Analysis (Path Coefficient)

Bootstrapping is used in path analysis to identify the effect and importance of the correlations between variables. The path coefficients are tested using T-statistics and p-values. Table 20 presents the results of the hypothesis testing, showing that all three variables (brand awareness, brand image, and trust) have positive and significant effects on purchasing decisions.

Table 16. Hypothesis Test Results

hypothesis	Original Sample (O)	sample Means (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
Brand Awareness -> Purchase Decision	0.270	0.261	0.068	3,982	0.000	Positive-Significant
Brand Image -> Purchase Decision	0.446	0.449	0.085	5,254	0.000	Positive-Significant
Trust -> Purchase Decision	0.249	0.255	0.083	3,008	0.003	Positive-Significant

Source: PLS Processing Results 3.2.9, 2023

Discussion

The findings from the analysis conducted with SmartPLS 3.2.9 were thoroughly discussed to assess the impact of brand awareness, brand image, and trust on purchasing decisions for Kopi Kenangan in West Jakarta. The analysis encompassed hypothesis testing to investigate and establish the relationships between these variables.

Influence of Brand Awareness on Purchasing Decisions

The examination showed a favorable and statistically significant correlation between brand awareness and purchasing decisions. This finding is similar with previous research by Utama and Ambarwati (2022), Wiraatmaja and Kristiawan (2022), and Salihin et al. (2021), who found that brand awareness had a favorable and substantial effect on purchase decisions.

Influence of Brand Image on Purchasing Decisions

The study found that brand image has a favorable and significant influence on purchase decisions. This finding is consistent with previous study by Anwar and Andrian (2021), Rivai (2021), and Arianty and Andira (2021), all of which found a favorable and substantial association between brand image and purchase decisions.

Influence of Trust on Purchasing Decisions

The study found that trust has a favorable and significant influence on purchase decisions. This finding is similar with previous study by Mahliza et al. (2021), Themba and Latief (2021), and Agustiningrum and Andjarwati (2021), all of which found a positive and substantial link between trust and purchase decisions.

Overall, the findings of this study reveal that brand awareness, brand image, and trust are major elements affecting Kopi Kenangan purchase decisions in West Jakarta. These findings illustrate the importance of these variables in consumer decision-making and emphasize their function in influencing consumer behavior toward purchase decisions.

CONCLUSION

Finally, this research sheds light on the link between brand awareness, brand image, trust, and purchase decisions for Kopi Kenangan in West Jakarta. According to the findings, all three criteria, namely brand awareness, brand image, and trust, have a favorable and significant effect on customers' purchase decisions. Specifically, higher brand awareness leads to increased purchase decisions, a positive brand image enhances consumer preferences for Kopi Kenangan products, and higher levels of trust in the brand positively influence purchasing decisions. These results offer important implications for the company in West Jakarta, emphasizing the importance of strengthening brand awareness, maintaining a favorable brand image, and fostering consumer trust to drive purchasing decisions.

Furthermore, the study suggests avenues for future research to enhance the understanding of consumer behavior and preferences. Researchers are encouraged to explore additional variables, such as lifestyle, store atmosphere, and pricing, which may also impact purchasing decisions. By incorporating these variables into the research model, a more comprehensive analysis can be achieved, leading to a deeper understanding of the factors influencing consumer choices. Overall, this research contributes valuable knowledge to the field of marketing and consumer behavior, providing practical recommendations for the company to enhance its market position and guiding future researchers in expanding upon this study for even more robust and accurate research outcomes.

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