

The Role Of Brand Image, Trust And Brand Experience On Purchasing Decisions At The Janji Jiwa Malang Coffee Shop (The Role Of Brand Image, Trust And Brand Experience On Purchase Decision At Janji Jiwa Coffee Shop Malang)

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Abstract

This research was conducted with the aim of describing purchasing decisions (Y) made by consumers which are influenced by the variables brand image (X1), brand trust (X2) and brand experience (X3) at the Janji Jiwa Coffee Shop in Malang City. The method used in this research is a descriptive quantitative method, by determining the consumers of the Janji Jiwa Coffee Shop in Malang City as the research population based on the phenomena that occur. Based on the predetermined population, 105 respondents were taken with the sampling technique used to determine sample characteristics using a purposive sampling technique. Meanwhile, data analysis efforts use multiple linear regression analysis methods. Based on the research that has been conducted, it was found that purchasing decisions at the Janji Jiwa Coffee Shop in Malang City are partially or simultaneously influenced by brand image, brand trust and brand experience. The more competitive the brand image is with competitors and is in line with the quality offered and is able to maintain the trust and experience of a brand, the more product purchases will occur at the Janji Jiwa Coffee Shop in Malang City.

INTRODUCTION

The coffee shop business is currently still considered a very profitable business opportunity, and the "coffee" trend is currently loved by many people. This does not escape the coffee shop business which has a very wide market, not only for coffee



lovers, but also ordinary people, where all groups from lower to upper classes, teenagers to adults, can enjoy coffee. (Rhomdhonie, 2022). According to Indonesian Creative Economy Agency (2022) the development of the cafe business has had an impact on economic growth, the impact of which makes business people/café owners compete in improving purchasing decisions as well as the cultural and social development of society which has an impact on behavior patterns, habits and people's consumption. Due to this impact, people now prefer to go to cafes to gather, relax, do assignments, eat, drink and have fun with friends. (Billqist, 2022).

One of the considerations consumers make when choosing a product is looking at the brand image (Iriani & Indriyani, 2019). A brand needs an image to communicate its values to consumers. Kotler & Keller (2016) suggests that brand image is a set of beliefs, ideas and impressions that a person has about a brand. The book also discusses the importance of brand image, where when a product has a strong brand image in the eyes of consumers, a positive brand foundation will be formed and can make an impression for a long time. So it can be seen that a brand is not just a name that differentiates one brand from another, but can become a unified identity of a company itself. Brand Image Indicators According to Kotler and Keller (2016), namely the superiority of brand associations, the strength of brand associations, the uniqueness of brand associations.

Research conducted by Ristanti & Iriani (2020) suggests that brand image has a significant influence on purchasing decisions Nature Republic in Surabaya. However, research made by Azahari & Hakim (2021) presented different results, where brand image had a negative effect on purchasing decisions for Daihatsu Xenia cars in Sleman Regency.

Apart from a good brand image, a factor that supports consumers in deciding to purchase a product is trust in the brand or what is called brand trust (Kotler & Keller, 2016). Trust will arise from consumers if they are satisfied with the quality of the product, the service received, or the completeness of the functions offered. In line with this statement, according to Nurfadila et al. (2015) Brand trust is the level of consumer confidence in a brand that can specifically offer reliable products, such as complete product functions, guaranteed quality, and service obtained after sales. But the results of research initiated by Pearl (2019) where brand trust does not significantly influence

purchasing decisions for ABC sauce. This brand trust indicator refers to opinions Adhari (2021) namely Achieving results, Acting with integrity, Demonstrating concern.

A company should not only focus on brand image and brand trust. This is because there are other factors that can encourage a consumer to make a purchasing decision on their product, namely brand experience. Brand experience is every response, impression and experience felt by consumers towards a product through interactions that occur between consumers and the brand, either directly or indirectly. (Tarigan & Prihatini, 2019). According to Chanaya & Sahetapy (2020) Brand experience has 4 dimensions which are indicators, namely Sensory experience, Intellectual experience, Behavioral experience, Intellectual experience. Research conducted by Chanaya & Sahetapy (2020) Generating brand experience has a significant positive influence on purchasing decisions for products at Perfect Moment Wedding Organizer Services.

For this research, researchers used the Janji Jiwa Coffee Shop in Malang City as the research object. Kedai Kopi Janji Jiwa is one of the coffee shops in Indonesia which started operating in 2018. Kopi Janji Jiwa itself is a franchise coffee shop that has spread across Indonesia and has a fresh-to-cup concept and the coffee served is selected from local Indonesian coffee and presented trendily with The types of coffee beans used by Janji Jiwa come from plantations in Sumatra, both Arabica and Robusta. Apart from that, the advantage of Janji Jiwa Coffee Shop is that it appears more down to earth compared to other similar coffee shop chains with approximately 900 outlets spread throughout 100 big cities in Indonesia (<https://jiwagroup.com>, 2021). According to the Jakpat survey Janji Jiwa succeeded in getting the title of Top Brand Award 2022 as the brand most chosen by consumers in the 'Coffee Shop' category with a proportion reaching 50% (Rizaty, 2022).

Meanwhile, the research location was chosen in Malang City, because Malang City is one of the cities with promising business opportunities. Based on BP2D data, the number of NPWPD (Regional Taxpayer Identification Number) owners in Malang City is 1,642, including 122 restaurants, 1,264 restaurants and 144 cafes. (Mazda, 2019). In the following years there was an increase in the number of cafes in Malang City, namely in 2020 there were as many cafes 361, in 2021 there will be 490 cafes, and in 2022 there will be 676 cafes (Bapenda, 2023).



Janji Jiwa Coffee Shop has the slogan "Coffee From the Heart" which means coffee served from the whole heart. Through this slogan, Janji Jiwa conveys the hope to consumers that they will remember the taste of coffee with unique characteristics and different from other coffee brands. Apart from that, the term "Teman Sejiwa" given to its audience means that Janji Jiwa wants to provide a familiar image to its customers. Janji Jiwa designed its brand name so that it appears different from other coffee products. Through the chosen name "Janji", Kedai Kopi Janji Jiwa forms the belief that this brand of coffee promises and is committed to serving the best quality coffee to customers. Apart from that, the experience provided by Kedai Kopi Janji Jiwa for consumers can be felt in the shop because Kedai Kopi Janji Jiwa has a comfortable place, attractive interior design and a comfortable and warm atmosphere. This gives consumers comfort when chatting and relaxing with family or colleagues when at the Janji Jiwa Coffee Shop. However, there are also shortcomings in several Janji Jiwa Coffee Shops in Malang City which are written about in Google reviews, namely there are unpleasant experiences felt by consumers regarding inappropriate orders, dirty places, uncomfortable feelings when served and during transactions and less friendly service.

From the background that has been stated and referring to several previous research references, it encourages researchers to conduct research entitled "The role of brand image, brand trust and experience on purchasing decisions at the Janji Jiwa Malang Coffee Shop".

Research purposes

Based on the problem formulation above, several research objectives can be drawn, as follows:

1. To analyze the influence of brand image on purchasing decisions at the Janji Jiwa Coffee Shop in Malang City.
2. To analyze the influence of brand trust on purchasing decisions at the Janji Jiwa Coffee Shop in Malang City.
3. To analyze the influence of brand experience on purchasing decisions at the Janji Jiwa Coffee Shop in Malang City.

RESEARCH METHODS

The method used in this research uses quantitative methods. Meanwhile, this type of research uses descriptive research. The population used in this research is consumers of the Janji Jiwa Coffee Shop in Malang City who are included in the unlimited population category or whose numbers cannot be counted. To determine the sample size, researchers adhere to the opinions expressed Malhotra (2009) where the total number of question items that have been prepared is multiplied by 4 or 5. This research has a total of 21 question items so that the total number of samples used is 105 samples (the result of 21 is multiplied by 5). In taking samples, this research uses a technique called purposive sampling, with the criteria that the respondent lives in Malang City, the respondent has purchased Kedai Kopi Janji Jiwa products in Malang City at least once, the respondent has visited Kedai Kopi Janji Jiwa in Malang City at least once time. Data collection used in this research was divided using two methods, namely literature study and questionnaires. Based on the concept and research objectives, the conceptual framework model in this research can be explained in Figure 1 as follows.

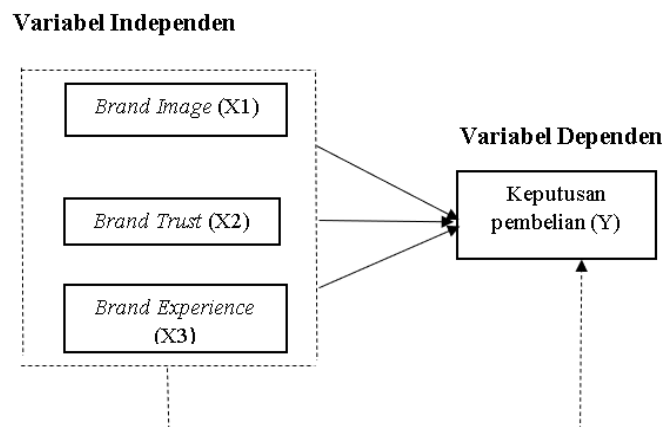


Figure 1. Conceptual Framework

Note:

= Partially

-----> = Simultaneously

Based on the conceptual framework that has been described, the hypothesis in this research can be formulated as follows:

H1: Brand image partially influences purchasing decisions at the Janji Jiwa Coffee Shop in Malang City.

H2: Brand trust partially influences purchasing decisions at the Janji Jiwa Coffee Shop in Malang City.

H3: Brand experience partially influences purchasing decisions at the Janji Jiwa Coffee Shop in Malang City.

RESULTS AND DISCUSSION

In research conducted by researchers on 105 respondents who were consumers of Janji Jiwa Coffee Shop in Malang City, they stated that 100% had made purchases and visited at least once. Malang City consists of 5 sub-districts consisting of Lowokwaru District, Blimbing District, Kedungkandang District, Klojen District, Sukun District, with male and female respondents with a minimum age of 17 years, so researchers must distribute questionnaires to the community in each sub-district.

Table 1. Respondent Description

| No | Gender | Number of Respondents | Percentage |
|----|---------------------|-----------------------|------------|
| 1 | Man | 34 | 32.38% |
| 2 | Woman | 71 | 67.62 |
| | Total | 105 | 100% |
| No | Age | Number of Respondents | Percentage |
| 1 | 17 years – 21 years | 33 | 31.43% |
| 2 | 22 years – 26 years | 57 | 54.29% |
| 3 | 27 years – 31 years | 7 | 6.67% |

| | | | |
|---|------------------------|-----|--------|
| 4 | 32 years – 36 years | 4 | 3.81% |
| 5 | >36 years | 4 | 3.81% |
| | Total | 105 | 100% |
| No Domicile Number of Respondents Percentage | | | |
| 1 | District Lowokwaru | 53 | 50.48% |
| 2 | District Blimbing | 15 | 14.29% |
| 3 | District Kedungkandang | 12 | 11.43% |
| 4 | District Klojen | 11 | 10.48% |
| 5 | District Breadfruit | 14 | 13.33% |
| | Total | 105 | 100% |
| No Purchase Number of Respondents Percentage | | | |
| 1 | 1 time | 18 | 17.14% |
| 2 | 2 – 3 times | 45 | 42.86% |
| 3 | >3 times | 42 | 40% |
| | Total | 105 | 100% |
| No Visit Number of Respondents Percentage | | | |
| 1 | 1 time | 26 | 24.76% |
| 2 | 2 – 3 times | 43 | 40.95% |
| 3 | >3 times | 36 | 34.29% |
| | Total | 105 | 100% |

Validity Test and Reliability Test

The test uses pearson correlation with SPSS version 25. An instrument is said to be valid if the calculated r value $>$ r table at the 5% significance level. The r table value obtained from degreeoffreedom $(df) = N$ or $(df) = 103$ at the 5% significance level is 0.1614. Based on the significance requirements from the calculation results above, it is found that the items of each variable in the modeling are declared valid. In the reliability test, CronbachAlpha results from all variablesresearched is brand image (X1)0.860, brand trust (X2) 0.893, brand experience (X3) 0.922 and purchasing decision (Y) 0.930 greater than 0.60 so it can be interpreted that all the variables used are reliable.

Normality test

According to Ghozali (2018), the normality test aims to test whether confounding variables or residual variables in the regression model used have a normal distribution. Based on the test, it shows a significance value of $0.053 > 0.05$, which means the data can be distributed normally. And it can be concluded that the regression model meets the normality test assumptions.

Multicollinearity Test

According to Ghozali (2018), the multicollinearity test aims to test whether the regression model finds a correlation between independent variables. Multicollinearity testing by looking at the Tolerance and VIF values. Data is said to be free from multicollinearity if the Tolerance value is above 0.10 and the VIF value is below 10.

Table 2. Multicollinearity Test

| Model | Collinearity Statistics | |
|------------------|-------------------------|-------|
| | Tolerance | VIF |
| Brand image | 0.331 | 3,019 |
| Brand trust | 0.220 | 4,540 |
| Brand experience | 0.288 | 3,472 |

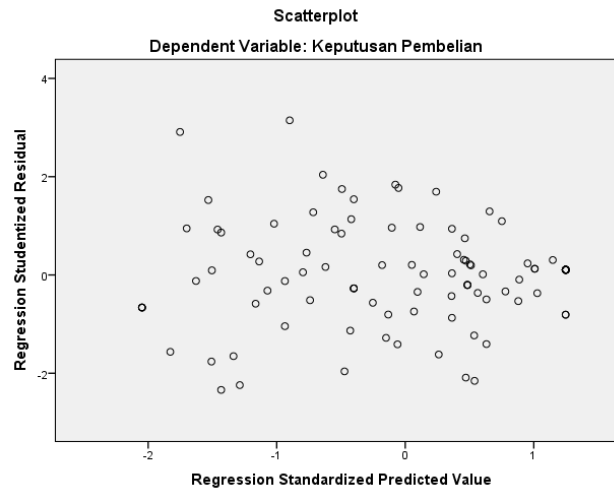
Source: Data processed by researchers, 2023

Based on table 2 test results multicollinearity, it is known that the tolerance value of the brand image, brand trust and brand experience variables is above 0.10 and the VIF value is below 10, so these results indicate that multicollinearity does not occur in this research.

Heteroscedasticity Test

According to Ghozali (2018), the heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. In this research, the basis for decision making is that heteroscedasticity occurs if there is a certain pattern, such as the points forming a regular pattern (wavy, widening then narrowing), and if heteroscedasticity does not

occur, there is a clear pattern, such as the points spreading out. above and below the



number 0 on the Y axis.

Picture1.Heteroscedasticity Test

Based on Figure 1 of the heteroscedicity test, the test results show that the data points are spread above and below or around the number 0, the data points do not collect only above or below, and the distribution of the data points does not form a wide wavy pattern. This suggests that heteroscedasticity does not occur in the regression model.

Multiple Linear Regression Analysis

Multiple linear regression analysis is a method used with the aim of finding out the relationship between the dependent variable and the independent variable, or the independent variable and the dependent variable, and is a method of analyzing the linear relationship between two or more variables. It can be seen that there are positive and negative relationships based on the influence given, so that the results of the regression equation model are $Y=3.925 + 0.532X_1 + 0.435X_2 + 0.643X_3 + e$ The results of this analysis can be seen as follows:

1. The constant value (a) is 3.925, meaning that if the brand image (X1), brand trust (X2) and brand experience (X3) variables have a value of 0 (zero), then the purchasing decision variable is at 3.925.



2. The regression coefficient (X1) from multiple linear calculations shows that the coefficient value (b1) = 0.523. This means that every time there is an increase in brand image (X1), purchasing decisions will increase by 1 scale then purchasing decisions will increase by 0.532 assuming the variables brand trust (X2) and brand experience (X3) are constant.
3. The regression coefficient (X2) from multiple linear calculations shows that the coefficient value (b2) = 0.435. This means that every time there is an increase in brand trust (X2) 1 scale means purchasing decisions will increase by 0.435 assuming the brand image (X1) and brand experience (X3) variables are constant
4. The regression coefficient (X3) from multiple linear calculations shows that the coefficient value (b3) = 0.643. This means that every time there is an increase in brand experience (X3) 1 scale means purchasing decisions will increase by 0.643 assuming brand image (X1) and brand trust (X2) are constant.

Coefficient of Determination

The results of the calculations that have been carried out show that the value of R Square is 0,798 or 79.8%. This value means the purchasing decision variable at the Janji Jiwa Coffee Shop in Malang City which can be influenced by the variables brand image, brand trust and brand experience 0.798 or 79.8%. while the remaining 0.202 or 20.2% is influenced by other factors not included in this research model.

T test

The hypothesis in this research will be tested using the T test. Ghozali (2018) believes that the T statistical test is carried out to find results of how much influence one variable has partially, and shows variables that have a big influence on the dependent variable. If the Sig value <0.05 or Tcount>Ttable then there is a significant influence on variable X on variable Y. And if the Sig value >0.05 or Tcount<Ttable then there is no significant influence on variable X on variable Y.

Table 3. T test

| Model | | t | Sig. |
|--|------------------|-------|------|
| 1 | (Constant) | 2,536 | ,013 |
| | Brand Image | 2,822 | ,006 |
| | Brand Trust | 2,366 | ,020 |
| | Brand Experience | 6,138 | ,000 |
| a. Dependent Variable: Purchase Decision | | | |

Source: Data processed by researchers, 2023

Based on table 3 above, it can be seen that the T test results are as follows:

- a. The T value of brand image is T calculated at $2.822 > T$ table 1.659, with a significant figure of $0.006 < 0.05$. This shows the hypothesis that brand image has a positive and significant effect on purchasing decisions at the Janji Jiwa Coffee Shop in Malang City. This also means that hypothesis 1 is accepted.
- b. The T value of brand trust is T calculated at $2.366 > T$ table 1.659, with a significant number of $0.020 < 0.05$. This shows the hypothesis that brand trust has a positive and significant effect on purchasing decisions at the Janji Jiwa Coffee Shop in Malang City. This also means that hypothesis 2 is accepted.
- c. The T value of brand experience is T calculated at $6.138 > T$ table 1.659, with a significant number of $0.000 < 0.05$. This shows the hypothesis that brand experience has a positive and significant effect on purchasing decisions at the Janji Jiwa Coffee Shop in Malang City. This also means that hypothesis 3 is accepted

F test

For the F statistical test, a joint influence test is used to find out whether the independent variables jointly influence the dependent variable. If $\text{sig.} < (0.05)$ and the calculated F value $> F$ table then the regression model can be used to predict the dependent variable.

Table 4.F test

ANOVAa

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|-----|-------------|---------|------|
| 1 Regression | 1968,485 | 3 | 656,162 | 133,299 | ,000 |
| Residual | 497,172 | 101 | 4,922 | | b |
| Total | 2465,657 | 104 | | | |

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Brand Experience, Brand Image, Brand Trust

Source: Data processed by researchers, 2023

Based on the calculations that have been carried out, it can be seen that the Sig. 0.000 is smaller than 0.05 and the calculated F value is 133.299 which is greater than the F table which is 2.69 so it can be concluded that brand image, brand trust and brand experience have a significant effect together on purchasing decisions.

Discussion

1. The Influence of Brand Image on Purchasing Decisions at the Janji Jiwa Store in Malang City

The research results show the brand image has a positive and significant effect on purchasing decisions at the Janji Jiwa Coffee Shop in Malang City, meaning that hypothesis 1 is accepted. Consumers of the Janji Jiwa Coffee Shop in Malang City agree that the Janji Jiwa Coffee Shop in Malang City has a positive impression as a quality brand. This can be seen from the use of coffee raw materials at the Janji Jiwa Coffee Shop 100% Arabica coffee beans from Indonesia and Robusta coffee beans from Sumatra therefore it can produce coffee products of good quality so that it is able to improve purchasing decisions.

The results of this research strengthen the research conducted by Ristanti & Iriani (2020) which suggests that brand image has a significant influence on purchasing decisions at Nature Republic in Surabaya. Apart from that, the results of research conducted by Anggraeni & Soliha (2020) where the brand image shows the same results on purchasing decisions at Kopi Lain Hati Lamper, Semarang City.



2. The Influence of Brand Trust on Purchasing Decisions at the Janji Jiwa Store in Malang City

Results which states that brand trust has a positive and significant effect on purchasing decisions at the Janji Jiwa Coffee Shop in Malang City, which means that hypothesis 2 is accepted. Where on average respondents visit Kopi Janji Jiwa in Malang City to buy beverage or food products and hang out with friends or family, meaning that respondents feel comfortable when making purchases at Kedai Janji Jiwa in Malang City. The brand trust that has been built by Kedai Kopi Janji Jiwa in Malang City itself has good trust among the people of Malang City, which can be seen from the feeling of comfort that arises from consumers when making purchases at Kedai Kopi Janji Jiwa in Malang City. This is supported by 34.29% of respondents having visited the Janji Jiwa Coffee Shop in Malang City more than 3 times.

The results of this research are in line with the results of research conducted by Mamahit et al, (2015) that variable *Brand Trusts* significant influence on Purchasing Decisions Toyota All New Yaris Car at Pt. Eternal Passion in Manado. Apart from that, research conducted by Wilujeng & Edwar (2014) Generating brand trust has a positive influence on purchasing decisions for Oriflame brand cosmetics.

3. The Influence of Brand Experience on Purchasing Decisions at Janji Jiwa Stores in Malang City

Results who said brand experience had a positive and significant influence on purchasing decisions at the Janji Jiwa Coffee Shop in Malang City. Consumers agree that they feel safe when visiting the Janji Jiwa Coffee Shop in Malang City. Factors that support the Janji Jiwa Coffee Shop in Malang City to be a safe place for transactions are the payment methods provided via cash, e-wallet, debit card and qris. Apart from that, 21.91% of respondents also visited the Janji Jiwa Coffee Shop in Malang City to do assignments and work remotely/WFH.



The results of this research are in line with the results of research conducted by (Gumilang et al, 2022) that variable *Brand Experience* positive and significant effect on Purchasing Decisions Yamaha Mio motorbike. Besides that research conducted by Chanaya & Sahetapy (2020) Generating brand experience has a significant positive influence on purchasing decisions for products at Perfect Moment Wedding Organizer Services.

4. The Influence of Brand Image, Brand Trust and Brand Experience on Purchasing Decisions at Janji Jiwa Stores in Malang City

Explanation of influence brand image, brand trust and brand experience on purchasing decisions simultaneously aims to answer the final hypothesis which will discuss the resulting influence. Based on the research that has been carried out, it can be concluded that brand image, brand trust and brand experience jointly have a significant influence on purchasing decisions at the Janji Jiwa Coffee Shop in Malang City. These three variables are able to influence purchasing decisions by 79.8%. This means that the Janji Jiwa Coffee Shop in Malang City has payment methods that are easy for consumers to use, both online and cash payments, so that it can attract consumers to make purchases at the Janji Jiwa Coffee Shop. Apart from that, to attract customers, the Janji Jiwa Coffee Shop in Malang City has given a good impression such as good product quality, comfort when making purchases and a safe place to visit which is a driving force for consumers to make purchasing decisions. This is also supported by the majority of respondents who have purchased and visited the Janji Jiwa Coffee Shop in Malang City more than once

CONCLUSIONS AND RECOMMENDATIONS

Based on the research results, it can be concluded that brand image, brand trust, brand experience have a significant influence on purchasing decisions. This is because respondents agreed that the Janji Jiwa Coffee Shop in Malang City has good quality. This can be seen from the quality of Janji Jiwa's



products. On the other hand consumers feel comfortable when buying at Kedai Kopi Janji Jiwa in Malang City, both to buy products and to gather, and the brand experience provided by Kedai Kopi Janji Jiwa in Malang City makes consumers feel safe when visiting the outlet because it provides various payment methods such as cash, e-wallet, debit card and Qris so that this can make it easier for consumers to carry out transactions.

For parties Shop Kopi Janji Jiwa in the city of Malang should further improve good product branding planning, by making products that stick in the hearts and minds of customers. The stronger consumer awareness of the brand, the more it will be embedded in consumers' hearts and minds, so that consumers will increasingly search for and consume the products at the Janji Jiwa Coffee Shop in Malang city. Then, in terms of product uniqueness, it is further improved for various other unique menus. For further research, it is hoped that we will add variables outside this research, such as product quality variables, online payments and others because in this research, ease of making payments is one of the factors that influences customer purchasing decisions. Shop Janji Jiwa Coffee in Malang city.

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