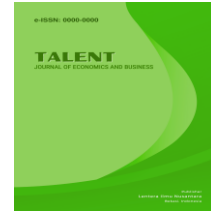




Talent: Journal of Economics and Business
Volume 02 No 02 June 2024
E ISSN : 3031-6383

<https://lenteranusa.id/>



The Influence of Brand Awareness on Purchase Decisions Moderated by Product Quality and Customer Experience as Mediation (Kopi Kenangan Case Study)

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Abstract

Indonesia is the fourth largest coffee producer and exporter in the world. coffee began to enter indonesia precisely on the island of java in 1969 during the colonization by the dutch. with the promise of a coffee business in indonesia, many well-known coffee shops have emerged in indonesia today, one of which is kopi kenangan. kopi kenangan is one of the fastest-growing coffee shops or brands in indonesia. founded in 2017, kopi kenangan currently has more than six hundred stores located in several cities. this study aims to analyze more deeply the influence of brand awareness on purchase decisions moderated by product quality and customer experience as mediation of kopi kenangan products. the research method used is based on quantitative research using primary data in the form of distributing questionnaires to all students of universitas pelita bangsa. the sample used in this study was 100 respondents. . the data processing was carried out using smart-pls3 using a partial least square approach. the results showed that brand awareness had an effect on purchase decisions, it was concluded that brand awareness had a significant positive effect on product quality, product quality had a significant positive effect on purchase decisions, brand awareness had a significant positive effect on purchase decisions but insignificantly or in other words customer experience did not play a role.

Keywords: Brand Awareness, Customer Experience, Purchase Decision, Product Quality

Introduction

In the current era of globalization, competition in the culinary field is getting tighter. The development of the culinary industry has also increased because it is a daily need of the community. One of them is the coffee shop business that is increasingly growing in Indonesia. Indonesia is the fourth largest coffee producer and exporter in the world. Coffee began to enter Indonesia precisely on the island of Java in 1969 during the colonization by the Dutch. From then on, the spread of coffee in Indonesia was increasing. Indonesia also has the best coffee-producing regions such as Aceh, Lampung, Toraja, Flores, Sidikalang and others. The most widely used coffee beans are robusta and arabica. Currently, people, especially young people, form coffee shops as one of their main goals to spend time with friends. The growing development of coffee shops with interesting concepts and a variety of unique drinks is an attraction for all circles, especially young people. With the promise of a coffee business in Indonesia, many well-known coffee shops have emerged in Indonesia today, one of which is Kopi Kenangan. Kopi Kenangan is one of the fastest-growing coffee shops or brands in

Indonesia. Founded in 2017, Kopi Kenangan currently has more than six hundred stores located in several cities. The coffee beans used are also of high quality. Kopi Kenangan has a dream to serve the best quality coffee, made with local and fresh ingredients for customers in Indonesia and around the world. (Jeremias et al., 2022) (Jeremias et al., 2022) (Supiyandi et al., 2022).

The decision to buy a product in consumers does not happen just like that, but requires a process. The decision-making process to buy a product starts from the introduction of the problem, the search for information, the evaluation of several alternatives, which will then create a purchase decision and the formation of post-purchase behavior (Kotler, 2005) in the purchase decision, which is the consumer's decision regarding preferences for brands in the selection pool (Kotler and Keller, 2012) in. At the stage of the purchase decision, consumers are influenced by two main factors that exist between purchase intention and purchase decision. Many factors that can influence consumers' purchase decisions on a product such as brand image and brand awareness Kotler & Armstrong (2016:188) in presenting a purchase decision have the following indicators: 1. Product choice 2. Brand choice 3. Distributor choice 4. Purchase time 5. Purchase amount 6. Payment methods. (Suciningtyas et al., 2023). (Ikhsan Faozi & SB Handayani) (Nel Arianty et al., 2020). (Suciningtyas et al., 2023)

Brands have an important role for the survival of a company. Competition to capture consumers through a brand will continue to occur. A brand is not only considered a name, logo or symbol, more than that a brand is also the value that a product offers to consumers who use it. In terms of brands, consumers must have brand awareness of a product, because before consumers make a purchase decision, consumers usually compare several alternatives available on the market and the advantages of each brand. Brand awareness is the ability possessed by potential buyers or consumers to recognize or even be able to remember a brand, in this case it can be in the form of Basically, consumers will buy a product that has been recognized and is already in the minds of consumers. This can increase consumer confidence for decision making in purchasing. Meanwhile, brand awareness can increase consumer purchasing power and growth in company profits. According to Kotler and Keller (2016: 268), brand awareness is divided into several dimensions and indicators, namely: Brand Recognition, Brand Recall, Top Of Mind. (Ameliawaty & Halilah, 2022) (Apriliani & Hayuningtias, 2023a)

Product quality is also one of the important things that are studied by prospective buyers when they are going to buy something, both in the form of goods and services. So, from this the company must prepare the quality of products with high quality value, so that the product becomes a popular product compared to the quality of competitors' products. Product quality is a guarantee for the product. Quality is also used to increase the competitiveness of the product, which should give greater satisfaction to the consumer or at least the best product to use as well as bricks which are the main material in the manufacture of buildings, a good culinary industry product will produce good consumers also in accordance with what is expected by the owner. Product Quality is a number of attributes or attributes described in the product (goods and services) and is used to meet customer expectations. Quality can also be called quality. Quality is one of the factors that satisfies consumer needs that are never separated from the products and services produced by the company. According to Tjiptono et al (2016:134) Product Quality has indicators, namely: Performance, Features, Conformity with

Specifications, Durability, Serviceability, Aesthetics, Perceived Quality. (Graciadea, n.d.) (Nafisah Halimi, et al.)

Customer Experience is an internal and subjective customer response as a result of direct or indirect interaction with the company. This direct relationship is usually due to the initiative of the consumer. This usually happens in the purchase and service department. While indirect relationships often involve unplanned encounters, such as product and brand appearances, advertisements, and other promotional events, customer experience has a big role in the development of service businesses. Providing customers with a good experience is essential to keep customers loyal to the company. Between one consumer and another consumer has their own pleasure in a product/service they need, usually consumers prefer to choose a brand that can meet expectations or provide more value. According to Schmitt & Zarantonello (2014:68) there are five customer experience indicators as follows: Sense, Feel, Think, Act, Relate. (Nur, n.d.). (Shidqi et al., 2022).

Methods

The population used in this study is people who consume coffee memories in the Bekasi Regency area. The data used in compiling this study is in the form of secondary data, namely data obtained indirectly, through references in the form of previous research that is in line with the topic of this research and from several internet sites, this study also uses primary data in the form of information collected through the distribution of questionnaires or questionnaires in the research. The sampling technique applied in this study is the purposive sampling technique, where sampling is carried out by determining certain criteria, the sample is a small part of the number that can represent a population with the recommended number of samples is around 30 to 500 samples that are appropriate to be tested using the Smart Partial Least Square (PLS) method and assisted by SmartPLS 3 for the calculation process. Thus, a model that is considered feasible can be produced.

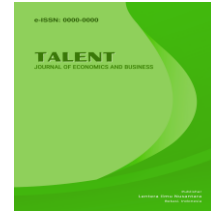
Results And Discussion

Characteristics of Respondents

Table 1. Characteristics of Respondents

| Characteristics of Respoden | of Person | Proportion |
|-----------------------------|-----------|------------|
| Man | 16 | 16,5% |
| Woman | 84 | 83,5% |
| Sum | 100 | 100% |
| Age 17-20 years | 40 | 39,4% |
| Age 21-25 years old | 57 | 55% |
| Age 26-30 years | 2 | 4,6% |
| Age > 31 | 1 | 0,9% |
| Sum | 100 | 100% |

Source: Google Form Questionnaire (2024)



In the table, it was found that the total respondents involved in the study were 100 people, of which 16 people were male and 84 were female, moreover, the age of the respondents ranged from 17-20 years old involved as many as 40 people, the age of respondents ranging from 21-25 years old involved as many as 57 people, the age of respondents ranging from 26-30 years old involved as many as 2 people, and the age of the respondents ranged from > 31 years old who were involved as many as 1 person.

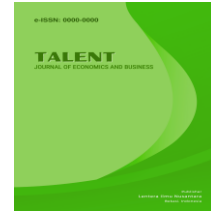
Convergent Validity

Based on the results of data analysis in the table above, it shows that all indicators are identified.

Table 2. Convergent Validity

| | M | X | Y | Z | M x X |
|-------|-------|-------|-------|-------|-------|
| M1 | 0.700 | | | | |
| M2 | 0.781 | | | | |
| M3 | 0.744 | | | | |
| M4 | 0.704 | | | | |
| M5 | 0.775 | | | | |
| M6 | 0.781 | | | | |
| X1 | | 0.776 | | | |
| X2 | | 0.785 | | | |
| X3 | | 0.745 | | | |
| X4 | | 0.720 | | | |
| X5 | | 0.814 | | | |
| X6 | | 0.759 | | | |
| Y1 | | | 0.849 | | |
| Y2 | | | 0.704 | | |
| Y3 | | | 0.863 | | |
| Y4 | | | 0.865 | | |
| Y5 | | | 0.751 | | |
| Y6 | | | 0.744 | | |
| Z1 | | | | 0.883 | |
| Z2 | | | | 0.785 | |
| Z3 | | | | 0.814 | |
| Z4 | | | | 0.777 | |
| Z5 | | | | 0.730 | |
| Z6 | | | | 0.771 | |
| M x X | | | | | 1.000 |

Source: Data Processed by Researchers (2024)



The convergent validity of the measurement model can be from the correlation between the score of the item/instrument and its construction score (loading factor) with the criteria for the loading factor value of each instrument > 0.7 . The following is the first data processing based on 4 variables with a total of 36 statements.

Reliability Test

Reliability is a tool to assess a questionnaire that serves as an indicator of a variable or construct. To assess the reliability of the construct in this study, SMART PLS was used and carried out in two ways, namely using Chronbach's Alpha and Composite Reliability.

Table 3. Reliability Test

| | Cronbach's Alpha | Composite Reliability (rho_a) | Composite Reliability (rho_c) | Average Variance Extracted |
|---|------------------|-------------------------------|-------------------------------|----------------------------|
| M | 0.821 | 0.829 | 0.870 | 0.528 |
| X | 0.759 | 0.768 | 0.831 | 0.451 |
| Y | 0.755 | 0.768 | 0.831 | 0.454 |
| Z | 0.810 | 0.815 | 0.863 | 0.513 |

Based on Table 3 on Reliability Test, the results indicate that all constructs demonstrate adequate reliability. This is evidenced by the Cronbach's Alpha and Composite Reliability (rho_c) values for each variable (M, X, Y, and Z) exceeding the minimum threshold of 0.7, signifying good internal consistency among the indicators used in the study. Furthermore, the Average Variance Extracted (AVE) values are mostly close to or above 0.5, indicating that the constructs explain more than 50% of the variance in their indicators. These findings confirm that the instruments employed are valid and reliable in measuring variables related to Brand Awareness, Product Quality, and Purchase Decision, as well as the moderation aspects in this study.

Hypothesis Test Direct Influence

Table 4. Hypothesis Test

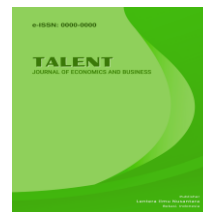
| | Original sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P values |
|-----------------------|---------------------|-----------------|----------------------------|--------------------------|----------|
| X -> Y | 0.253 | 0.244 | 0.120 | 2.105 | 0.035 |
| X -> Z | 0.687 | 0.706 | 0.085 | 8.081 | 0.000 |
| Z -> Y | 0.204 | 0.231 | 0.163 | 1.253 | 0.210 |
| M x X \rightarrow Y | -0.032 | 0.019 | 0.118 | 0.271 | 0.786 |

Source: Data Processed by Researchers (2024)



Talent: Journal of Economics and Business
Volume 02 No 02 June 2024
E ISSN : 3031-6383

<https://lenteranusa.id/>



Based on Table 4, the hypothesis testing results show varying levels of significance for the direct effects. The relationship between Brand Awareness (X) and Purchase Decision (Y) is significant, with a T-statistic of 2.105 and a p-value of 0.035, indicating a positive influence. Similarly, the effect of Brand Awareness (X) on Product Quality (Z) is highly significant, with a T-statistic of 8.081 and a p-value of 0.000. However, the relationship between Product Quality (Z) and Purchase Decision (Y) is not significant, as indicated by a T-statistic of 1.253 and a p-value of 0.210. Additionally, the interaction effect (M x X) on Purchase Decision (Y) is also not significant, with a T-statistic of 0.271 and a p-value of 0.786. These results highlight that while Brand Awareness strongly influences both Product Quality and Purchase Decisions, other pathways in the model do not significantly contribute to the outcome.

Discussion

The Influence of Brand Awareness on Purchasing Decisions

Referring to the findings of the analysis that has been carried out showing that brand awareness has a significant positive effect on purchase decisions, the first hypothesis is declared accepted, which means that the higher the level of consumer awareness of a brand or brand, the higher the consumer's purchase decision on that brand, This purchase decision will occur if consumers are aware that the brand exists. The results of this study are supported by previous research that has the same research results, namely brand awareness has a significant positive effect on purchase decisions and . (Ameliawaty & Halilah, 2022) (Apriliani & Hayuningtias, 2023)

The Effect of Brand Awareness on Product Quality

Referring to the findings of the analysis that has been carried out, it shows that Brand Awareness has a significant positive effect on product quality, The results of this study are supported by previous research that has the same research results by (Intan Aghitsni & Busyra, n.d.), (Aunillah et al., 2022).

The Influence of Product Quality on Purchase Decisions

Referring to the findings of the analysis results that have been carried out, it shows that product quality has a significant positive effect on purchase decisions, This shows that the existence of high product quality can cause and increase purchase decisions. The results of this study are supported by previous research that has the same research results by (Graciadea n.d.), (Nafisah Halimi, et al.)

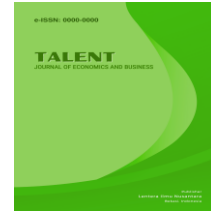
The Influence of Brand Awareness in Moderating Product Quality on Purchase Decisions

Referring to the findings of the analysis that has been carried out, it shows that brand awareness does not play a role in moderating the relationship between product quality variables and purchase decisions.



Talent: Journal of Economics and Business
Volume 02 No 02 June 2024
E ISSN : 3031-6383

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Conclusion

In conclusion, this study demonstrates that brand awareness plays a significant role in influencing purchase decisions directly and indirectly through its impact on product quality. However, product quality itself does not significantly influence purchase decisions, and the moderating effect of the interaction between brand awareness and product quality on purchase decisions is not evident. These findings emphasize the critical importance of building strong brand awareness to drive consumer purchasing behavior, while also highlighting the limited impact of product quality and its interaction with brand awareness within the context of this study.

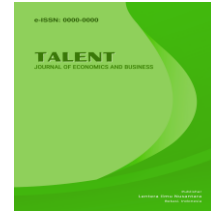
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