

The Effect of Product Quality, Brand Image, and Competitive Prices on Purchasing Decisions

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ABSTRACT

This study aims to examine and analyze the influence of product quality, brand image, and price on purchasing decisions at CW Coffee. The research employed a quantitative approach, with data collected through an online questionnaire distributed via Google Forms. The population in this study consisted of Indonesian consumers who had previously purchased CW Coffee products. The sample was selected using a convenience sampling technique, resulting in a total of 98 respondents. The findings indicate that product quality and price have a significant influence on purchasing decisions, while brand image does not show a significant effect. Based on these results, it is recommended that CW Coffee continue to improve product quality and maintain a competitive pricing strategy, as both factors play a crucial role in influencing consumer purchase decisions. Although brand image was not found to be a significant factor in this study, it is still advisable for CW Coffee to preserve and strengthen its brand identity to support long-term marketing efforts.

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1. INTRODUCTION

The Indonesian coffee industry has demonstrated remarkable growth in recent years, driven by strong domestic demand and substantial production capacity. A survey by Otten Coffee (2023) revealed that approximately 79% of 4,538 respondents identified as regular coffee consumers, underscoring the significant market potential for coffee-related businesses. In addition, Indonesia ranked as the third-largest coffee producer globally in 2022, with a production volume of 794.8 thousand tonnes (Databooks, 2023). This growth is further supported by increasing consumer awareness of coffee quality and a preference for diverse flavor profiles. A study conducted by Jakpat (2023) showed that 41% of 1,209 respondents consume coffee one to three times per week, highlighting the popularity of contemporary coffee beverages among Indonesian consumers.

In response to this dynamic market landscape, CW Coffee has emerged as a local coffee brand that prioritizes product innovation and variety. The company emphasizes the importance of offering high-quality coffee with unique flavor options as a strategy to differentiate itself and meet evolving consumer preferences (Saputra, 2020). Despite its market presence, scholarly investigations into consumer behavior toward CW Coffee remain limited. Given its growing brand visibility, CW Coffee presents a relevant context for examining the factors influencing consumer purchasing decisions in a competitive, preference-driven market. Consumer purchasing behavior is a well-established topic in marketing literature. Numerous studies have identified product quality, brand image, and price as key determinants influencing purchase decisions (Anggraeni & Soliha, 2020; Irawan, 2021; Salsabila & Maskur, 2022). Product quality—defined as a product's ability to satisfy consumer needs and expectations—plays a central role in driving satisfaction and loyalty (Kurnia, 2023). Brand image, which encompasses the overall perception and associations held by consumers, can enhance trust and brand preference (Kotler & Keller, 2016). Price, meanwhile, serves as a crucial indicator of value and affordability, shaping consumers' willingness to make a purchase (Elvina, 2022).

However, research findings are not always consistent. For instance, a study by Salsabila and Maskur (2022) on Mie Gacoan found that price did not significantly affect purchasing decisions, likely due to the product's perceived affordability. This suggests that under certain market conditions, price may be a less influential factor in consumer evaluations. Such findings highlight the importance of context-specific research, particularly in markets where lifestyle, perception, and brand positioning play a critical role in shaping consumer behavior. Given the limited empirical studies focusing on CW Coffee and the theoretical significance of the aforementioned variables, this study aims to analyze the effect of product quality, brand image, and price on consumer purchasing decisions toward CW Coffee. The results are expected to provide empirical insights to support more targeted marketing strategies and guide managerial decision-making within Indonesia's evolving coffee industry.

2. LITERATUR REVIEW

2.1 Marketing Theory

Marketing theory explains the company's ability to communicate product or service information in fulfilling customer needs (Kotler, 2016). This marketing theory explains the factors that must be considered to make effective marketing. The factors emphasised in the theory are product, price, place, and promotion. Marketing theory contributes to companies to carry out effective marketing so that they can reach consumers and can fulfil the needs and desires of consumers (Fathanul, 2022). Effective marketing is an important factor that supports the success of a business. Attractive marketing can provide information that is more easily accepted and understood by consumers. Marketing is a path or medium used by companies to achieve predetermined goals. For example, businesses use an effective marketing mix, increasing business growth for the better (Sudratono & Saepudin, 2020).

2.2 Hypotesis Development

a. Product Quality and Purchase Decision

Product quality is a set of features possessed by a product to meet consumer needs including performance, features, reliability, suitability, and others (Kotler & Keller, 2016). Product quality affects consumer attitudes towards the company so that they are willing to establish a strong bond (Martini, Feriyansyah, & Venanza, 2021). Basically, the higher the product quality, the higher the desire to become a customer (Rusmiyati & Hartono, 2022). Previous research also shows that product quality can increase consumer decisions (Setyani & Gunaidi, 2020; Martini, Feriyansyah, & Venanza, 2021). This is a reference for proposing hypotheses such as the following:

H1. Product quality has a significant effect on purchasing decisions

b. Brand Image and Purchase Decision

Brand image is a perception or belief held by consumers to distinguish a brand from other brands, such as symbols, letter designs, or special colours (Mernia et al., 2022). A good brand image will attract consumers to purchase products (Rupawan, Ganawati, & Setena, 2023). Consumers tend to buy products that have a good reputation (Pamungkas et al., 2020). Several previous studies also show that brand image affects purchasing decisions (Rupawan, Ganawati, & Setena, 2023; Alfito et.al, 2023; Salsabila & Maskur, 2022; Rusmiyati & Hartono, 2022). This is a reference for proposing hypotheses such as the following:

H2. Brand image has a significant effect on purchasing decisions

c. Price and Purchase Decision

Price is the amount of money that must be paid by consumers or customers to obtain or use a product or service (Elvina, 2022). Affordable prices encourage an increase in consumer purchasing decisions (Salsabila & Maskur, 2022). Companies need to set a good price in order to attract consumer buying interest (Irawan, 2021). Price is an important attribute of the company which is the key to the company's success. Previous research also shows that price has a significant effect on purchasing decisions (Adrianto, 2021; Rahayu, 2021). The research results are a reference for proposing hypotheses such as the following:

H3. Price has a significant effect on purchasing decisions

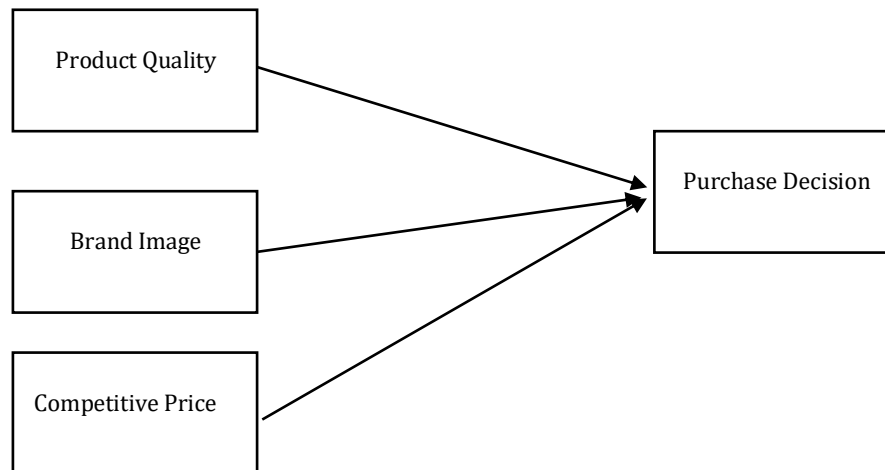


Figure 1: Research Model

3 METHODOLOGY

3.1 Research Desain

The research design applied in this study is quantitative with an explanatory survey approach. This design aims to explain the causal relationship between independent variables (product quality, brand image, and price) and the dependent variable (purchase decision) through statistical analysis. Quantitative research emphasizes the use of numerical data that can be measured and analyzed using statistical techniques (Ni'Mah, 2024). Data were collected through a structured questionnaire distributed online via Google Forms.

3.2 Research Population and Sample

Population is a general area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to be studied and then made conclusions (Sugiyono, 2018). Meanwhile, the sample is part of the population which is the source of data in the study, where the population is part of the number of characteristics possessed by the population (Sugiyono, 2017). The population in this study were consumers at CW Coffe. Determination of the sample used in the study using convenience sampling technique. Convenience sampling is a technique of taking participants based on the availability and access of researchers (Syafira & Hatta, 2022). The number of respondents in this study was 98 people.

3.3 Research Instruments

The research data used is primary data. Data obtained through questionnaires distributed to respondents. To measure product quality, this study adopted 6 items from Khusuma., 2016. To measure brand image, this study adopted 6 items from Heryanto., 2022. To measure price, this study adopted 6 items from Heryanto., 2022. To measure purchase decision, this study adopted 6 items from Heryanto (2022). Questionnaire data is given weight and processed using a tool in the form of a Likert scale. The study used five categories of answers, namely strongly agree weighted 5, agree weighted 4, disagree weighted 3, disagree weighted 2, and strongly disagree weighted 1.

3.4 Data Collection Technique

The data collection technique used in this research uses a questionnaire. questionnaire is a data collection method that is done by giving a set of questions or statements to respondents to answer (Sugiyono, 2017). The prepared questionnaires were distributed using social media such as WhatsApp and Instagram.

3.5 Data Analysis

Multiple regresseion is a data analysis method to determine the effect of independent variables on the dependent variable (Koilam, Kalangi & Rompas, 2023). The results of respondents' answers will be collected in the form of a spreadsheet before being processed using the Statistical Package for the Social Sciences (SPSS) 26.

4. RESULT AND DISCUSSION

4.1 Demographic Characteristics

Based on Table 1, it can be seen that the respondents in this study were 46 men and 52 women. In addition, the age level of most respondents in this study is the age range of 15-20 years, totalling 58 people. In this study, the most respondents were still students, totalling 65 people. This shows that people who often buy CW coffee are teenagers who are still in school or college. This can be because teenagers often spend their time gathering and enjoying coffee. Economic problems are not a burden for them because they can get money from their parents.

Table 1 Respondent Characteristics

Profile	n	%
Gender		
Man	46	46,9
Woman	52	52,1
Total	98	100
Age		
15-20 years old	58	59,2
21-35 years old	37	37,8
35-45 years old	3	3,1
>45 years old	0	0
Total	98	100
Job		
Student	65	66,3
Self-employed	6	6,1
Private Employee	26	26,5
Others	1	1,0
Total	98	100

4.2 Validity and Reliability

Table 2 shows convergent validity and reliability analyses. According to Wiratna (2014), data is reliable if it has a Cronbach Alpha value of more than 0.6. All research variables obtained a calculated r value greater than r table of 0.202 and a significance value of 5% so that it can be said that all variables are valid. In addition, all variables have a Cronbach Alpha value exceeding 0.6. This shows that all variables are reliable.

Table 2. Pearson Correlation

#	Variabel	Items	Correlation	Cronbach's Alpha
1.	Product Quality	x1a	.436	.742
		x1b	.537	.718
		x1c	.708	.673
		x1d	.465	.736
		x1e	.534	.717
		x1f	.384	.764
2.	Brand Image	x2a	.484	.826
		x2b	.607	.795
		x2c	.554	.806
		x2d	.717	.776
		x2e	.533	.809
		x2f	.718	.772
3.	Price	x3a	.713	.816
		x3b	.680	.820

	x3c	.618	.832
	x3d	.679	.822
	x3e	.719	.812
	x3f	.461	.865
4. Purchase Decision	y1a	.608	.821
	y1b	.543	.835
	y1c	.728	.802
	y1d	.690	.805
	y1e	.628	.818
	y1f	.573	.829

4.3 Normality

Qibtiyah dan Hurruyati (2021) menyatakan bahwa uji normalitas dilakukan untuk menilai apakah data yang digunakan berdistribusi normal atau tidak. Kriteria data dinyatakan berdistribusi normal apabila nilai Asymp. Sig. pada uji Kolmogorov-Smirnov lebih besar dari 0,05. Berdasarkan hasil pengujian pada Tabel 3, diperoleh nilai Asymp. Sig. sebesar 0,68. Karena nilai tersebut lebih dari 0,05, maka dapat disimpulkan bahwa data dalam penelitian ini berdistribusi normal dan memenuhi asumsi dasar untuk analisis regresi.

Table 3. One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual

N	98
Normal Parameters ^{a,b}	
Mean	.0000000
Std. Deviation	2.32819367
Most Extreme Differences	
Absolute	.086
Negative	-.086
Test Statistic	.086
Asymp. Sig. (2-tailed)	.068 ^c

4.4 Heteroscedascity

Nanincova (2019) defines heteroscedasticity as a condition of uneven residual variance in all regression models. Data does not experience heteroscedasticity if the probability value (sig) is > 0.05. The test results show that all variables have a sig value greater than 0.05, so it can be concluded that all variables do not experience heteroscedasticity.

Table 4. Heteroscedascity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.602	1.242		3.705	.000
	Product Quality	-.093	.065	-.205	-1.433	.155
	Brand Image	-.028	.073	-.063	-.379	.706
	Price	.012	.057	.030	.209	.835

a. Dependent Variable: Abs_RES

4.5 Multicollinearity

Mardiatmoko (2020) multicollinearity is a condition of an almost perfect linear relationship that can affect the accuracy of the model. The table shows that all variables have a VIF value of more than 0.01 and a VIF value smaller than 10.

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Table 5. Multicollinearity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-6.193	2.126		-2.912	.004		
	Product Quality	.380	.111	.273	3.410	.001	.489	2.044
	Brand Image	.175	.125	.130	1.401	.164	.364	2.747
	Price	.647	.097	.539	6.648	.000	.477	2.097

Dependent Variable: Purchase Decision

4.6 Linearity

Table 6 shows that the significance value (P Value Sig) of 0.332 is greater than 0.05, so there is a linear relationship between product quality and purchasing decisions.

Table 6. Linearity

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Product Quality	Between Groups	(Combined)	970.723	14	69.337	7.090	.000
		Linearity	824.631	1	824.631	84.318	.000
		Deviation from Linearity	146.092	13	11.238	1.149	.332
	Within Groups		811.736	83	9.780		
	Total		1782.459	97			

Table 7 shows that the significance value (P Value Sig) of 0.710 is greater than 0.05, so there is a linear relationship between purchasing decision variables and brand image.

Table 7. Significance Value Between Purchasing Decision Variables and Brand Image

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Brand Image	Between Groups	(Combined)	969.882	12	80.824	8.455	.000
		Linearity	893.496	1	893.496	93.465	.000
		Deviation from Linearity	76.386	11	6.944	.726	.710
	Within Groups		812.577	85	9.560		
	Total		1782.459	97			

Table 8 shows that the significance value (P Value Sig) of 0.64 is greater than 0.05, so there is a linear relationship between the price variable and the purchasing decision variable.

Table 8. Significance Value Between the Price Variable and the Purchasing Decision Variable

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Price	Between Groups	(Combined)	1253.002	13	96.385	15.292	.000
		Linearity	1117.925	1	1117.925	177.362	.000

	Deviation from Linearity	135.077	12	11.256	1.786	.064
	Within Groups	529.457	84	6.303		
	Total	1782.459	97			

4.7 Test Coefficient of Determination (R^2)

Table 10, the R Square value of variables x1, x2, and x3 is 0.705, the R Square value is categorised as strong if it is more than 0.67, moderate if it is more than 0.33 but lower than 0.67, and weak if it is more than 0.19 but lower than 0.33 (Soepalman, Daga, & Hatta, 2023). Based on the criteria, the research variables are strong because they are greater than 0.67. In addition, the Adjusted R Square value has a value of 0.696, which means that the three independent variables have an effect of 69.6% on the dependent variable while the other 30.4% shows the influence of outside variables not specified in this study.

Table 10. R^2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840 ^a	.705	.696	2.36505

Predictors: (Constant), Product Quality, Brand Image, Price

4.8 F-Test

Table 11 shows that the sig value of variables x1, x2, and x3 of 0.000 is smaller than 0.05, so the basis for making the F test decision is that the hypothesis is accepted, the variables product quality, brand image, and price simultaneously affect the purchase decision.

Table 11. F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1256.672	3	418.891	74.889	.000 ^b
	Residual	525.787	94	5.593		
	Total	1782.459	97			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Brand Image, Price

4.9 T-Test

Table 12 shows that the product quality variable has a sig value of 0.001 smaller than 0.05, so the first hypothesis is accepted because the product quality variable has a positive and significant effect on purchasing decisions. The brand image variable has a sig value of 0.164 greater than 0.05, so the second hypothesis is rejected. In addition, the price variable has a sig value of 0.000 smaller than 0.05, so the third hypothesis is accepted because price has a positive and significant effect on purchasing decisions.

Table 12. T-Test

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	-6.193	2.126			-2.912	.004
	Product Quality	.380	.111	.273		3.410	.001
	Brand Image	.175	.125	.130		1.401	.164
	Price	.647	.097	.539		6.648	.000

a. Dependent Variable: y1

5. DISCUSSION

This study aims to analyze the influence of product quality, brand image, and price on consumer purchasing decisions at CW Coffee. The results of the t-test indicate that the first hypothesis is accepted, confirming that product quality has a significant positive effect on consumer purchasing decisions. This finding supports the perspective of consumer behavior theory, which states that the higher a product's ability to meet consumer expectations—such as in terms of taste, aroma, texture, and packaging—the higher the perceived value, which ultimately influences the consumer's willingness to purchase (Kotler & Keller, 2016). The result is also in line with previous research conducted by Irawan (2021) and Cesariana et al. (2022), who emphasize that product quality plays a vital role in increasing consumer confidence and satisfaction, particularly in highly competitive sectors such as food and beverage.

In contrast, the second hypothesis is rejected, indicating that brand image does not have a statistically significant impact on consumer purchasing decisions at CW Coffee. This result deviates from several previous studies (Salsabila & Maskur, 2022; Rusmiyati & Hartono, 2022), which found that a strong brand image tends to build consumer trust and loyalty. One plausible explanation is that CW Coffee, as a relatively new and developing brand, may not have yet developed sufficient brand equity or consistent recognition in the minds of its target market. Furthermore, as proposed by Schiffman and Kanuk (2010), in product categories considered low-involvement or where the brand identity is not yet established, consumers are more likely to base their decisions on functional aspects such as taste, affordability, and convenience, rather than symbolic associations or emotional appeal. This finding also implies that CW Coffee consumers currently place more emphasis on practical and tangible product attributes over brand perception in their decision-making process.

Additionally, the third hypothesis is accepted, showing that price has a significant effect on consumer purchasing decisions. This result highlights that price sensitivity plays an important role in shaping consumer preferences, particularly among younger or student consumers, who dominate the sample in this study. A competitive and affordable price enhances perceived value and increases the likelihood of purchase, especially in a product category with numerous available alternatives. These findings are consistent with the results of Rupawan, Ganawati, & Setena (2023) and Elvina (2022), which also emphasize the importance of price in influencing purchasing decisions. This reinforces the view that pricing strategies must be aligned with consumer expectations and perceived product quality in order to effectively shape purchase behavior.

6. CONCLUSION

This study concludes that product quality and price significantly influence consumer purchasing decisions at CW Coffee. High product quality and competitive pricing were found to increase the likelihood of purchase, highlighting their importance as key drivers of consumer behavior. On the other hand, brand image did not show a significant effect, suggesting that while the brand may be recognized, it has yet to establish a strong influence in the consumer's decision-making process. Given these findings, CW Coffee is encouraged to prioritize consistent product quality improvements and maintain price competitiveness to strengthen purchase intent. Although brand image was not statistically significant in this context, building and reinforcing a positive brand identity remains important as part of a long-term strategy. Future research is recommended to explore additional variables, such as service quality, brand trust, or promotional strategies, which may also affect purchasing behavior.

7. IMPLICATION

The theoretical implication of the research is to increase readers' knowledge regarding factors that can influence consumer purchasing decisions. The practical implications of this research will be a consideration for business actors when taking strategies for business continuity.

8. LIMITATION AND FUTURE RESEARCH

This study still has limitations such as the relatively small number of respondents, namely 98 respondents, so that it cannot provide representative results. Hence, this study suggests to next research considers larger number of samples. In addition, errors in data analysis and collection can affect the results and conclusions of the study. The common method bias is needed.

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Conflict of interest

The authors declare no conflicts of interest.

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