

From Brand to Brew: How Image, Price, and Promotion Shape Coffee Purchase Decisions

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Abstract

This study aims to analyze the influence of brand image, price perception, and sales promotion on the purchase decision of Kopi Kenangan consumers in Tangerang City. The background of the research is based on the phenomenon of the rapid growth of the coffee industry in Indonesia, characterized by the expansion of Kopi Kenangan which continues to expand in various major cities. The research method uses a quantitative approach with a causal design, involving one hundred respondents selected through purposive sampling techniques. The research instrument was in the form of a questionnaire with a five-point Likert scale, and the data were analyzed using multiple linear regression with partial tests, simultaneous tests, and determination coefficients. The results show that brand image has a positive and significant effect on purchase decisions, price perception has the most dominant influence, and sales promotion also has a significant effect. Simultaneously, all three variables have been shown to influence consumer purchasing decisions, with variation in decisions that can be largely explained by brand image, price perception, and sales promotions. The study concludes that an integrated marketing strategy that includes brand image strengthening, appropriate pricing, and creative and relevant sales promotion is essential to improve consumer purchasing decisions. These findings provide theoretical contributions to the marketing literature as well as practical recommendations for companies in the face of increasingly fierce coffee industry competition.

Keywords: brand image, price, promotion, purchase decision, coffee industry

1. Introduction

The coffee industry in Indonesia in recent years has experienced very rapid development, characterized by an increase in the number of coffee shops and ready-to-eat coffee products circulating in the market. Kopi Kenangan as one of the local brands that is quite popular faces the dynamics of selling its products. In the context of increasingly fierce competition, companies are required to understand how brand image, price perception, and sales promotion can influence consumer behavior in order to maintain loyalty and increase sales.

Table 1. The Growth of Kopi Kenangan in the last 3 years

Year	National Revenue	Growth	Number of Outlets
2023	Details are not published, but the upward trend (Coffee Outlook 2023 – Ministry of Agriculture)	-	±600 booths
2024	Rp571 billion (Q2) gross revenue	+27% compared to Q2 2023	±977 booths
2025	USD184 million (±Rp2.9 trillion) net sales	+45% compared to 2024	1,324 outlets (Indonesia ±1,136)

Source: Coffee Outlook 2023 – Ministry of Agriculture of the Republic of Indonesia; idnfinancials.com

The business phenomenon depicted in the table shows the acceleration of the growth of Kopi Kenangan as one of the local coffee brands that has succeeded in penetrating the national and international scale in the period 2023–2025. In 2023, although revenue data has not been published in detail, the *Coffee Outlook 2023 report* from the Ministry of Agriculture indicates an increasing trend of coffee consumption in Indonesia, thus becoming the initial momentum for the expansion of Kopi Kenangan with around 600 outlets in various major cities including Tangerang. The year 2024 marks the acceleration phase of business with the achievement of revenue of IDR 571 billion in the second quarter, an increase of 27% compared to the previous year, driven by the digitization of sales through applications and collaboration with online delivery platforms. The number of outlets jumped to 977 outlets, indicating strong market penetration in the Greater Jakarta area. The peak will occur in 2025, when Kopi Kenangan recorded net sales of USD184 million or around IDR 2.9 trillion, growing 45% compared to 2024, with a total of 1,324 outlets (1,136 in Indonesia). This phenomenon reflects the company's success in effectively integrating brand strategy, pricing, and sales promotion, and shows that Kopi Kenangan has transformed from a local player into an international coffee chain that is able to compete in the global market.

A number of previous studies have highlighted the role of brand image in influencing consumer purchasing decisions. Ardiyanti et al. (2022) show that a strong brand image has a positive effect on purchasing decisions, as consumers tend to choose products that have a good reputation. However, research by Yunita & Indriyatni (2022) found that brand image does not

always have a significant effect, thus causing uncertainty in the literature. These differences in results show that there is a research gap that needs to be explored further. Thus, this study is important to re-examine the influence of brand image in the context of Kopi Kenangan, which faces the challenge of declining sales in Tangerang City.

In addition to brand image, price perception is also an important variable in determining purchasing decisions. Darmansyah & Yosepha (2020) prove that price perception has a positive effect on purchasing decisions, where consumers tend to buy products that are considered to be in accordance with the quality and benefits offered. On the other hand, the research of Laisina & Fairliantina (2022) shows that price perception does not have a significant effect, thus causing differences in results that are interesting to study further. The gap in this study shows that price perceptions can play different roles depending on the market context and consumer characteristics. Therefore, this study seeks to re-examine the influence of price perception on the purchase decision of Kopi Kenangan in Tangerang City.

Another factor that also influences the purchase decision is sales promotion. Arnold et al. (2020) assert that sales promotions, such as discounts and coupons, can increase consumer interest in purchasing products. However, research by Hermansyah et al. (2022) found that sales promotions do not always have a significant impact on purchasing decisions, thus showing uncertainty in the effectiveness of promotional strategies. The difference in the results of this study shows that the effectiveness of sales promotion depends on how it is implemented and consumer perception of the value offered. In the context of Kopi Kenangan, sales promotion is a frequently used strategy, so it is important to assess the extent to which these variables really influence consumer purchase decisions.

Based on previous studies, it can be seen that the influence of brand image, price perception, and sales promotion on consumer purchasing decisions still shows mixed results. This emphasizes the importance of further research to understand how these three variables work simultaneously in the context of the coffee industry, especially in the Kopi Kenangan brand which experiences sales fluctuations in Tangerang City. This research has urgency because the results can make a theoretical contribution in enriching the marketing literature, as well as providing practical recommendations for companies in designing more effective marketing strategies. Thus, this research is expected to be able to answer the existing research gap and provide a more comprehensive understanding of the factors that affect consumer purchasing decisions.

With the existence of business phenomena and research gaps found, this study formulates several key questions as follows: (1) Does brand image affect consumer of Kopi Kenangan's purchase decision? (2) Does price perception affect consumer of Kopi Kenangan's purchase decision? (3) Does sales promotion affect consumer of Kopi Kenangan's purchase decision? (4) Do brand image, price perception, and sales promotion simultaneously affect consumer of Kopi Kenangan's purchase decision?

2. Literature Review

Purchase Decision. Purchasing decisions are the end result of complex psychological and social processes, in which consumers consider various factors before making a choice. Armstrong & Kotler (2022) explain that the decision-making process includes problem recognition, information searching, alternative evaluation, purchase decisions, and post-purchase behavior. Indicators of purchasing decisions according to Kotler et al. (2020) include: (a) buyer confidence after learning product information, (b) buyer's confidence in product details, (c) the drive of needs or desires, (d) recommendations from others, and (e) post-purchase satisfaction. These indicators show that purchasing decisions are influenced not only by basic needs, but also by consumers' perceptions of the value that the company offers. In the context of the coffee business, purchasing decisions are becoming increasingly important as consumers are faced with a wide selection of brands with diverse quality, price, and marketing strategies. Study by Teixeira, Kallas, and Dias (2024) underlined that consumer purchase behavior is shaped by emotional, mental, and behavioral responses. The behavioral responses follow buying activities, integrating psychological and sociological dimensions into marketing analysis. Moreover, research done by Komalasari et al. (2021) proved that perceived benefit, trust, and brand image significantly influence purchase intention, which in turn affects purchase decisions among e-commerce consumers in Greater Jakarta.

Brand Image. Brand image is understood as consumers' perception of the identity, reputation, and uniqueness of a product. According to Kotler & Keller (2016), brand image indicators include: (a) brand association advantages, i.e. brand dominance over competitors so as to create a competitive advantage; (b) the strength of the brand association, i.e. the extent to which information about the brand is acceptable and maintained in the minds of consumers; and (c) the uniqueness of the brand association, i.e. the special attraction that distinguishes the product from the competitors. Sharipov (2020) asserts that brand image is formed from the experience of consumers and the information they obtain. Research by Ardiyanti et al. (2022) found that brand image had a positive effect on purchasing decisions, while Yunita & Indriyatni (2022) showed different results by stating that brand image was insignificant. This difference shows that the influence of brand image on purchasing decisions can differ depending on the market context and consumer characteristics.

Price Perception. Price perception refers to the consumer's assessment of the suitability of the price with the quality and benefits of the product. Kotler et al. (2020) stated that price perception indicators include: (a) price affordability, i.e. the extent to which the price of the product is accessible to consumers; (b) price conformity with quality, i.e. whether the price is in line with the quality of the product; (c) price competitiveness, i.e. the ability of prices to compete with similar products in the market; and (d) price conformity with benefits, i.e. whether the benefits felt by consumers are commensurate with the price paid. Resika (2022) emphasized that consumers will make repeat purchases if the price offered is in accordance with the quality and benefits of the product. Darmansyah & Yosepha (2020) proved that price perception has a positive effect on purchasing decisions, while Laisina & Fairliantina (2022) found that price perception is not significant. The gap in this study shows that price perceptions can play a

different role depending on consumer purchasing power and the price strategy implemented by the company.

Sales Promotion. Sales promotion is a marketing strategy that aims to encourage consumers to make purchases through incentives such as discounts, coupons, or bundling programs. Kotler & Keller (2019) explained that sales promotion indicators include: (a) coupons, which are incentives that can be redeemed to acquire products at a lower price; (b) rebates, i.e. price reductions that increase buying interest; (c) *price packs* or *cents-off deals*, i.e. bundling offers such as *buy one get one*; and (d) loyalty programs, i.e. long-term incentives to retain consumers. Arnold et al. (2020) emphasized that sales promotion had a positive effect on purchasing decisions, while Hermansyah et al. (2022) found different results by stating that sales promotion was not significant. This difference shows that the effectiveness of sales promotion depends on how it is implemented and the consumer's perception of the value offered. In the context of Kopi Kenangan, sales promotion is a strategy that is often used to attract consumers, so it is important to assess the extent to which these variables really influence purchasing decisions.

Based on the above explanation, the research framework of this research can be described as follows:

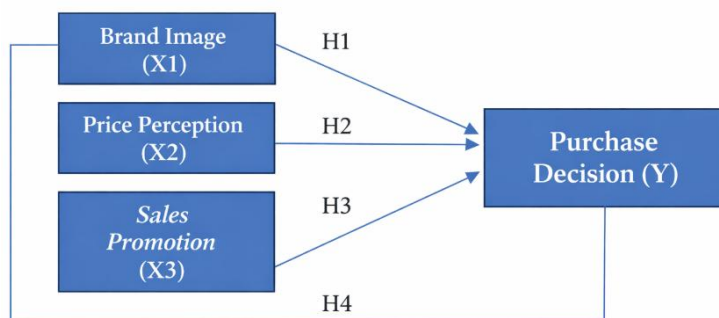


Figure 1. Research Framework, Source: Authors (2026)

Based on the research framework above, the hypothesis in this study is as follows:

H1: Brand image has a significant influence on the purchase decision of Kopi Kenangan consumers.

H2: Price perception has a significant influence on the purchase decision of Kopi Kenangan consumers.

H3: Sales promotion has a significant influence on the purchase decision of Kopi Kenangan consumers.

H4: Brand image, price perception, and sales promotion simultaneously have a significant influence on the purchase decision of Kopi Kenangan consumers.

3. Research Method

This study uses a quantitative descriptive approach with a causal study design, because it aims

to explain the cause-and-effect relationship between independent variables (brand image, price perception, and sales promotion) and dependent variables (consumer purchase decisions of Kopi Kenangan in Tangerang City).

The research population is all consumers of Kopi Kenangan in Tangerang City who have purchased the product. To determine the number of samples, a purposive sampling technique was used, which is to select respondents who met certain criteria, for example having bought Kopi Kenangan products at least twice in the last three months.

The number of samples is determined using the Slovin formula: $n = \frac{N}{1+N \cdot e^2}$

Description:

n = number of samples

N = total population

e = error tolerance, usually 5% or 0.05

Based on calculations with the Slovin formula and practical considerations in the field, this study determined the number of samples as many as 100 respondents. This number is considered representative to describe the population of Kopi Kenangan consumers in Tangerang City.

The research instrument was in the form of a questionnaire with a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) to measure respondents' perception of the indicators of each variable. Primary data was obtained from the results of the questionnaire, while secondary data came from the sales report of Kopi Kenangan and related literature.

The validity test of data is carried out through validity and reliability tests, while classical assumption tests include normality, multicollinearity, heteroscedasticity, and autocorrelation. Data analysis used multiple linear regression, with a t-test to test for partial influences, an F-test for simultaneous influences, and a coefficient of determination (R^2) to see how much independent variables explain dependent variables.

4. Finding and Discussion

The results of the research data processing can be described in the table below.

Table 2. T Test Result

Coefficients*						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.398	1.399		-1.714	.090
	Brand Image	.135	.056	.152	2.415	.018
	Price Perception	.490	.049	.671	9.988	.000
	Sales Promotion	.158	.044	.179	3.556	.001
	H4					
a. Dependent Variable: Purchase Decision						

Source: processed data (2026)

Partially, the Brand Image variable (X1) has a coefficient value of B of 0.135, a t-value of 2.415, and a significance of 0.018. These results show that brand image has a positive and significant effect on purchasing decisions. Consumers of Kopi Kenangan tend to choose products that have a good reputation, a strong brand identity, and maintained consistency of quality. A positive brand image creates a perception of trust and pride for consumers, thus encouraging them to make repeat purchases. These findings are in line with research by Ardiyanti et al. (2022) which confirms that a strong brand image is able to increase loyalty and purchase decisions. Thus, the first hypothesis (H1) which states that brand image has a significant effect on purchasing decisions, is accepted.

The Price Perception variable (X2) has the highest value of the coefficient of B, which is 0.490, with a t-value of 9.988 and a significance of 0.000. These results show that price perception is the most dominant factor in influencing purchasing decisions. Consumers judge the price of Kopi Kenangan according to the quality and benefits they feel. When prices are considered reasonable and commensurate with the consumption experience, consumers tend to make repeat purchases. In the context of the coffee market in Tangerang City, competitive prices are the main attraction for consumers who have a high level of value awareness. These findings reinforce the results of Darmansyah & Yosepha's (2020) research which states that positive price perceptions increase purchasing decisions. Thus, the second hypothesis (H2) which states that price perception has a significant effect on purchasing decisions, is accepted.

The Sales Promotion variable (X3) also showed a positive and significant influence on purchase decisions with a coefficient value of B of 0.158, a t-value of 3.556, and a significance of 0.001. Promotional programs such as discounts, coupons, and bundling have proven to be effective in attracting consumer interest. Sales promotion provides a psychological boost for consumers to

make a purchase immediately because of the perception of added value. Although the effect is not as big as price perception, sales promotion remains an important factor in improving purchasing decisions, especially in the short term. These results are consistent with research by Arnold et al. (2020) which confirms that sales promotion is able to increase consumer buying interest. Thus, the third hypothesis (H3) which states that sales promotion has a significant effect on the purchase decision, is accepted.

A constant value of -2.398 indicates that in the absence of the influence of brand image, price perception, and sales promotions, purchasing decisions tend to decline. This means that these three variables together are needed to drive consumer purchasing decisions. The combination of a strong brand image, appropriate price perception, and attractive sales promotions creates effective synergies in shaping consumer buying behavior.

Table 2. F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1812.374	3	604.125	322.871	.000 ^b
	Residual	179.626	96	1.871		
	Total	1992.000	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Sales Promotion, Brand Image, Price Perception						

Source: processed data (2026)

Based on the results of multiple linear regression analysis shown in Table 4.22 (t-test) and Table 4.23 (F-test), this study confirms that the variables Brand Image (X1), Price Perception (X2), and Sales Promotion (X3) have a significant influence on the Purchase Decision (Y) of Kopi Kenangan consumers in Tangerang City. This analysis provides a comprehensive overview of how psychological, economic, and promotional factors play a role in shaping consumer behavior.

The value of the determination coefficient (R^2) of 0.642 indicates that 64.2% of the variation in consumer purchasing decisions can be explained by these three independent variables. The remaining 35.8% was influenced by other factors that were not studied, such as product quality, outlet location, service, or coffee consumption trends. The results of the F test in Table 4.23 show a value of $F = 322.871$ with a significance of 0.000, which means it is smaller than 0.05. This confirms that the regression model used is feasible and that the three variables simultaneously have a significant influence on purchasing decisions. Thus, the fourth hypothesis (H4) which states that brand image, price perception, and sales promotion together

have a significant effect on consumer purchasing decisions, is accepted.

5. Conclusion

Based on the results of research on the influence of brand image, price perception, and sales promotion on the purchase decision of Kopi Kenangan consumers in Tangerang City, several important conclusions can be drawn.

Brand image variables have been proven to have a positive and significant effect on purchasing decisions. Consumers tend to choose Kopi Kenangan because the brand has a good reputation, strong identity, and consistency of product quality. This shows that a positive brand image is able to build consumer trust and loyalty, thus encouraging them to make repeat purchases. Thus, the first hypothesis (H1) is accepted.

The price perception variable has the most dominant influence on purchasing decisions. The highest value of the regression coefficient indicates that consumers judge the price of Kopi Kenangan according to the quality and benefits they feel. Reasonable and competitive prices are the main factors that encourage consumers to make repeat purchases. These findings confirm that the right pricing strategy is critical to a company's success in attracting and retaining consumers. Therefore, the second hypothesis (H2) is accepted.

Sales promotion variables also have a positive and significant effect on purchasing decisions. Promotional programs such as discounts, coupons, and bundling have proven to be effective in increasing consumer buying interest. Although the effect is not as big as price perception, sales promotion is still an important factor in encouraging consumers to make a purchase immediately, especially in the short term. This shows that creative and relevant promotional strategies can increase the attractiveness of products in the eyes of consumers. Thus, the third hypothesis (H3) is accepted.

The results of the simultaneous test (F test) show that brand image, price perception, and sales promotion together have a significant effect on consumer purchasing decisions. The high F-value and very small significance confirm that the regression model used is feasible and able to explain the relationship between variables well. This means that an integrated marketing strategy, which includes strengthening brand image, appropriate pricing, and effective sales promotions, will be more successful in improving consumer purchasing decisions. Thus, the fourth hypothesis (H4) is accepted.

This study confirms that the purchase decision of Kopi Kenangan consumers in Tangerang City is influenced by a combination of psychological factors (brand image), economic (price perception), and communicative (sales promotion). These three factors complement each other and form the basis for an effective marketing strategy. Companies need to strengthen their brand image through quality consistency and authentic communication, set prices that are in line with consumers' purchasing power, and carry out creative sales promotions that are relevant to market trends. With an integrated strategy, Kopi Kenangan can improve consumers' purchasing decisions while maintaining their loyalty in the midst of increasingly fierce competition in the coffee industry.

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