DETERMINANTS OF PURCHASE DECISIONS JANJI JIWA COFFEE BALIKPAPAN WITH CONSUMER TRUST AS THE INTERVENING VARIABLE

Syahril Hasan[1*], Fitriana[2], Muhammad Faizal[3]
[1,2,3]*Sekolah Tinggi Ilmu Ekonomi Balikpapan, Indonesia*
Corresponding author: syahril@stiebalikpapan.ac.id

ABSTRACT

This study aims to know and explain the factors that influence the variable purchasing decisions namely brand image and to see the influence of consumer confidence variables as intervening variables directly and indirectly to the purchase decision of Kopi Janji Jiwa Balikpapan jilid 630. Population in this study is consumers of Kopi Janji Jiwa Balikpapan Jilid 630 who bought in March 2021, which amounted to 9,305 customers and sampled as many as 100 people because of the large number of populations using slovin formula. The method of data collection uses questionnaires that are shared directly with respondents. Data analysis used is path analysis and sobel test as well as classic assumption test and for data processing using SPSS version 25, the data analysis method was carried out with multiple linear regression models and hypothesis testing use part analysis. The results showed that: 1. variable brand image to purchasing decisions have a positive and significant influence on purchasing decisions. 2. variable brand image to consumer confidence has a positive and significant influence on purchasing decisions. 3. Variable consumer confidence in purchasing decisions has a positive and significant influence on purchasing decisions. 4. the influence of brand image variables on purchasing decisions through consumer confidence variables as intervening variables has a positive and significant influence. The influence of brand image on purchasing decisions indirectly is greater in value compared to the direct influence which can be said to have a significant positive effect on purchasing decisions.

Keywords: Image; Consumer Confidence; Purchasing Decisions.

INTRODUCTION

Coffee is one of the many drinks favored by the people of Indonesia. The habit of drinking coffee has been around for a long time, but in recent years, the coffee business is mushrooming in Indonesia. In this era, coffee continues to grow and become one of the most popular drinks in the world that is consumed by various groups of people.

The increase in coffee consumption continues to occur in Indonesian society, even Indonesia is referred to as a country with the highest level of coffee consumption in the world. The level of coffee production in Indonesia currently occupies the fourth largest position in the world. This is because Indonesia is a tropical country, although it is crossed by the equator, Indonesia also has mountainous areas that are suitable for growing Arabica coffee varieties. In Indonesia, coffee plays an important role in the economic growth of the community. In the development of the times in Indonesia, there has been a change in trends that encourage an increase in coffee consumption among the people of Indonesia.

Janji Jiwa coffee has drastically increased in prestige among young people today as one of the most popular contemporary beverage brands. Janji Jiwa coffee elevates the taste

of authentic Indonesian local coffee drinks. Currently, Janji Jiwa Coffee has succeeded in becoming one of the largest coffee drink brands in Indonesia. With more than a decade of experience, Janji Jiwa has succeeded in carrying out various innovations to produce high-quality coffee at affordable prices that can be enjoyed by many people, the strategic location of each Janji Jiwa Coffee outlet and the promotions carried out by Janji Jiwa can influence people. people to buy Janji Jiwa Coffee.

Table 1. Sale Janji Jiwa Coffee Balikpapan Jilid 630

Monthly	Transaction Type		Total
	Cash Transaction	Non Cash Transaction	
January	4.012	2.813	6.825
February	3.102	5.238	8.340
March	3.578	5.727	9.305
April	4.138	4.916	9.054
May	3.746	6.018	9.764

Source: Janji Jiwa Coffee Balikpapan Jilid 630.

From the data above, it can be seen that sales have increased as well as a good decrease, why is it said to be good because the decline is not too drastic every month. During the current pandemic, this might be able to support what Janji Jiwa coffee hopes for in the future in expanding its network. This is because Janji Jiwa coffee is able to survive and experience an increase in sales in several months although, the decline in sales is also felt by Janji Jiwa coffee during the current pandemic, this is something that usually happens in companies or in a business activity. The survival of Kopi Promise Jiwa during this pandemic is one of their successes. This can't be separated from the marketing strategy they do as they emphasize to promote with brands and figures who are already big and well known so that the Janji Jiwa coffee brand is quickly and easily recognized throughout Indonesia.

(Fure et al., 2014) that Brand Image has a significant positive effect on consumer purchasing decisions. (Jayanti, 2015) that brand image affects purchasing decisions, This is contrary to research conducted (Lailatan Nugroho, 2017) that brand image has no effect on purchasing decisions.

Based on the above background, the title of this study is "Determinants of Purchase Decisions Janji Jiwa Coffee Balikpapan with Consumer Trust as Intervening Variables."

LITERATURE REVIEW

Marketing management is the art as well as the science of determining target markets and getting, keeping, and growing consumers through creating, delivering, and communicating product benefits to consumers (Kotler, 2001).

Marketing management is a total system of business activities designed to plan, price, and distribute products, services and ideas that satisfy the wants of target markets in order to achieve organizational goals (Hasan & Bachtiar, 2016).

States that marketing management is "Managing marketing activities within a company that requires a series of formal, structured and systematic activities. In its activities, it utilizes functions in management by conducting analysis, planning, implementation and control (Hasan, 2021).

From some of the definitions above, it can be concluded that what is meant by marketing management is the science or art of doing business which is designed in a structured and systematic way to plan, distribute, determine markets, deliver and communicate product benefits to consumers in order to achieve organizational goals.

Green Marketing has a significant effect on Brand Image. Then, Green marketing also has a significant effect on Product Purchase Decisions. In addition, Brand Image has also been shown to have a significant effect on Product Purchase Decisions. Other results show that Green Marketing indirectly influences Product Purchase Decisions through Brand image. Based on the results of this study, Starbucks must maintain green marketing and strengthen its brand image as a 'green' company (Hasan & Grave, 2021) and (Firdaus & Fauzi DH, 2017).

Shariah Compliance and Switching Barriers and satisfaction have a significant positive effect on loyalty. On the other hand, Banking Service Quality and Religious Influence do not significantly affect loyalty. It is suggested to management to increase customer loyalty in terms of service quality and religious influence to maintain loyalty (Hasan et al., 2020). Brand image has a significant positive effect on trust (Wardhana et al., 2012). brand image has no significant effect on brand trust. Brand image has a significant effect on purchasing decisions, brand trust has a significant effect on purchasing decisions, product quality has a significant effect on brand trust, product quality has no significant effect on purchase decisionsPend brand image has no significant effect on purchasing decisions mediated by brand trust, product quality has no significant effect on purchasing decisions. significant towards purchasing decisions mediated by brand trust (Pambudi, 2021). Consumer Confidence has a significant positive effect on Coffee Purchase Decisions (Hasan & Grave, 2021).

METHODS

The population in this study is the consumers of the Balikpapan Janji Jiwa Jilid 630 coffee who bought in the month (March 2021) which amounted to 9,305 customers and a sample of 100 people was taken due to the very large population using the slovin formula. The data collection method used a questionnaire which was distributed directly to the respondents. The data analysis used is path analysis and Sobel test as well as classical assumption test and for data processing using SPSS version 25.

Data collection

  a. The documentation technique is data collection which is done by studying documents from the company or data related to the purposes of this research.

b. Literature study, namely by reading some literature books that have something to do with the research theme and title. In terms of using theories to discuss existing problems.

c. Questioner system. To obtain data on the object under study, the author uses a questionnaire which is carried out by circulating a list of statements in the form of a form submitted in writing to a number of respondents to get answers to the questions asked.

Measures

Measurement of this study using several variables which are divided into the dependent variable (purchase decision), independent variable (brand image) and intervening variable (consumer trust) with a likert scale used to regulate attitudes, opinions and perceptions of a person or group of organizations about social situations. With a likert scale, the variables to be measured are translated into variable indicators and then these indicators are used as benchmarks for compiling instrument items which can be in the form of questions and statements.

Instrument test used validity:

a. If r count > r table then the item can be said to be valid.

b. If r count < r table then the item can be said to be invalid.

Instrument test used reliability:

a. If Cronbach's alpha > 0.60 means that this research variable is reliable.

b. If Cronbach's alpha < 0.60 means that this research variable is not reliable.

Classic assumption test, data normality:

a. If the significant value is > 0.05 then the data is normally distributed.

b. If the significant value < 0.05 then the data is not normally distributed

Classic assumption test, multicollinearity:

a. If the tolerance value > 0.10, it means that there is no multicollinearity.

b. If the value of VIF < 10.00, it means that there is no multicollinearity.

Data Analysis Method

1. Path Analysis

A method that examines the direct and indirect effects of the hypothesized variables as a result of the effect of the treatment on these variables. This path analysis is not a causal discovery method, but a method that is applied to a causal model formulated by researchers on the basic and theoretical knowledge developed. By using path analysis, it is not only to calculate simultaneously all the independent variables on the dependent variable, but also to know the partial effect of each independent variable on the dependent variable. Path analysis is used to analyze the pattern of relationships between variables. This model is to determine the direct and indirect effect of a set of independent (exogenous) variables on the dependent (endogenous) variable. The stages in using path analysis are as shown below:
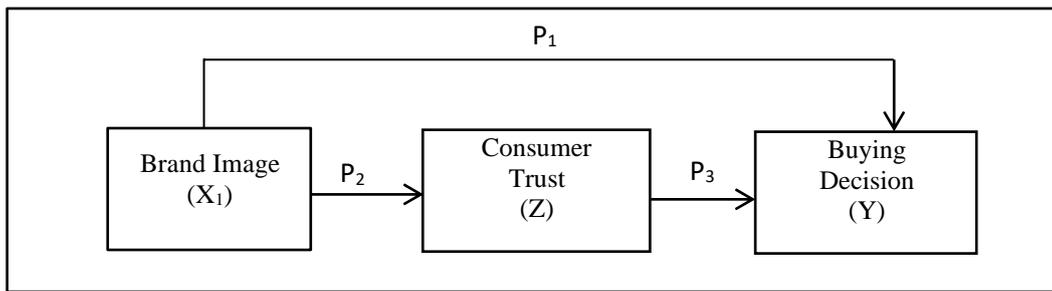
Figure 1. Path Analysis Model

Based on the picture above, each P value describes the path and path coefficient between variables. From the path diagram above, a structural equation is also obtained, namely there are two regression testers as follows:

Direct effects　　: $Z = a + B1X$

Indirect effects　: $Y = a + B1X + B2Z$

In determining whether or not there is a mediating or intervening effect in the model, it can be seen from the following criteria:

  a. If the total effect value of the path coefficient > the value of the direct effect, then there is an intervening/mediation relationship

  b. If the total effect value of the path coefficient < the value of the direct effect, then there is no intervening/mediation relationship.

2. Sobel Test

     The Sobel test is carried out by testing the strength of the independent variable's indirect influence on the dependent variable through the mediating variable. The indirect effect of X on Y via Z is calculated by multiplying the path X-> Z by the path Z->Y. To find out the decision making for hypothesis testing, it is done by comparing the p-value and alpha (0.05), with the following conditions:

a. If the p-value < alpha (0.05), then H_0 is rejected and H_a is accepted, so the mediating variable has a real mediating effect on the independent and dependent variables.

b. If the p-value > alpha (0.05), then H_0 is accepted and H_a is rejected, so the mediating variable has no real mediating effect on the independent and dependent variables

3. Partial Test (t test)

     The t test is also called the individual significance test, this t test shows how far the independent variable is partially to the dependent variable. The t test is used to test the significant level of the influence of the independent variables partially on the dependent variable. The test is carried out by comparing t count with t table. With the provision that if t count > t table and significant value < 0.05 (α: 5%), then the independent variable partially has a significant effect on the dependent variable.

RESULTS
Validity and Reliability Test Results

Table 2. Validity Test Results

Variable	Item	r count	r table	Description
Brand Image (X)	X1.1	0,647	0,279	Valid
	X1.2	0,680	0,279	Valid
	X1.3	0,749	0,279	Valid
	X1.4	0,585	0,279	Valid
	X1.5	0,618	0,279	Valid
Consumer Trust (Z)	Z1.1	0,651	0,279	Valid
	Z1.2	0,748	0,279	Valid
	Z1.3	0,660	0,279	Valid
	Z1.4	0,699	0,279	Valid
	Z1.5	0,605	0,279	Valid
Buying decision (Y)	Y1.1	0,687	0,279	Valid
	Y1.2	0,762	0,279	Valid
	Y1.3	0,549	0,279	Valid
	Y1.4	0,400	0,279	Valid
	Y1.5	0,721	0,279	Valid

Source: SPSS output result data.

Variable Brand Image (X), Consumer Confidence (Z), Purchase Decision (Y) is valid, because the Pearson correlation value (r_{count}) generated for each statement item is greater than $r_{table} = 0.279$.

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Information
X	0,668	Reliable
Z	0,697	Reliable
Y	0,623	Reliable

Source: SPSS output result data.

Cronbach Alpha value of each research variable > 0.60 means that the instrument can be trusted or can be relied on. So all instruments meet the reliability requirements, this means that the results of the measurement of the question items for this study are relatively stable.

Classic Assumption: Data Normality and Multicollinearity

Table 4. Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.39171469
Most Extreme Differences	Absolute	.078
	Positive	.041
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)		.143[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS output result data.

The results of the normality test using the Kolmogorov Smirnov method obtained a significant result from the normality test of 0.143 where the result is greater than the 0.05 significance level. so it can be concluded that the normality test in this study was normally distributed.

Table 5: Data Multicollinearity Test Results

	Coefficients[a]			
	Unstandardized Coefficients	**Standardized Coefficients**	**Collinearity Statistics**	
	B	**Beta**	**Tolerance**	**VIF**
(Constant)	10.323			
Brand Image	.162	.247	.782	1.279
Consumer Trust	.265	.295	.782	1.279
a. Dependent Variable: Consumer Trust				

Source: SPSS output result data.

The results of the multicollinearity test can be seen in the Coefficients table the last two columns can be seen above. The VIF value for the brand image variable is 1.279 with a tolerance of 0.782 VIF for the consumer trust variable is 1.279 with a tolerance of 0.782. Because the Tolerance value of the two variables > 0.10 and VIF of the two variables < than 10, it can be said that there is no multicollinearity in the two independent variables. Based on the classical assumptions of linear regression, a good linear regression model is one that is free from multicollinearity. Thus, the above model is free from multicollinearity.
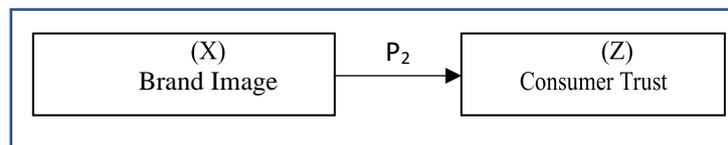
Path Analysis

Figure 2. Path Analysis Model 1

Equation: Consumer Trust (Z) = a + b1 Brand Image (X)

Table 6. Path Analysis Test Results Model 1

		Coefficients[a]				
		Unstandardized Coefficients		**Standardized Coefficients**		
Model		**B**	**Std. Error**	**Beta**	**t**	**Sig.**
1	(Constant)	11.661	1.287		9.060	.000
	Brand Image	.342	.065	.467	5.227	.000
a. Dependent Variable: Consumer Trust						

Source: SPSS output result data

Referring to the Regression Model 1 output in the "Coefficients" table, it can be seen that the Standardized Coefficients Beta Brand Image value is 0.467 and the significance of the Brand Image (X) variable is 0.000 which is smaller than 0.05. These results conclude that Regression Model I, namely the Brand Image (X) variable has a significant positive effect on Purchase Decision (Y).
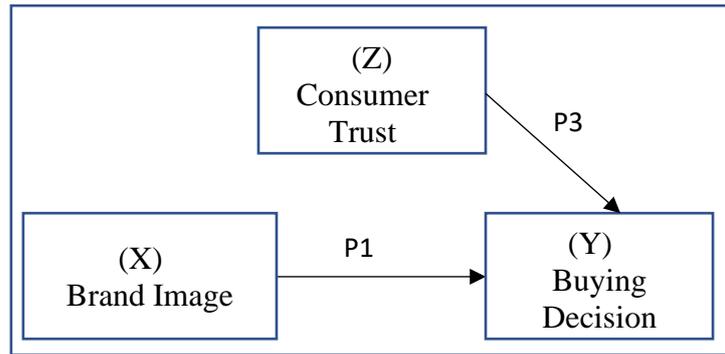
Figure 3. Path Analysis Model 2

Equation: Buying decision (Y) = a + b1 Brand Image (X) + b2 Consumer Trust (Z)

Table 7. Path Analysis Test Results Model 2

| | Coefficients[a] | | | | |
| | Unstandardized Coefficients | | Standardized Coefficients | | |
Model	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
2 (Constant)	10.323	1.574		6.559	.000
Brand Image	.162	.067	.247	2.435	.017
Consumer Trust	.265	.091	.295	2.904	.005
a. Dependent Variable: Consumer Trust					

Source: SPSS output result data

Referring to the Regression Model 2 output in the "Coefficients" table, it can be seen that the Standardized Coefficients Beta value of the two Brand Image (X) variables is 0.247 and Consumer Confidence (Z) is 0.295, the significance of the two Brand Image (X) variables is 0.017 and Trust Consumers (Z) 0.005 is said to be smaller than 0.05. These results conclude that Regression Model 2, namely Brand Image (X) and Consumer Trust (Z) variables have a significant effect on Purchase Decision (Y).

Thus, the overall path diagram of the path analysis structure model is obtained, as follows:
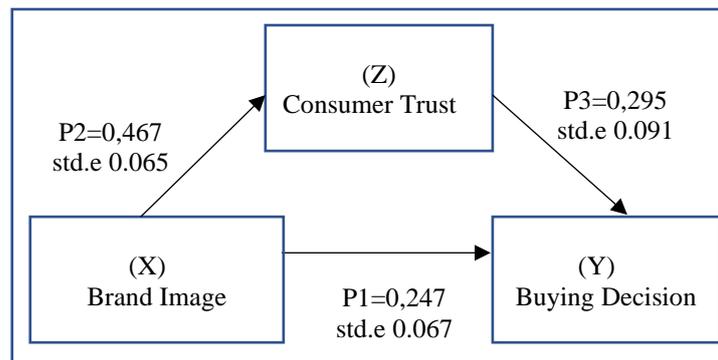

Figure 4. Path Analysis Results

It is known that the direct effect given by X to Y is 0.247. While the indirect effect of X through Z on Y is the multiplication between the value of beta X against Z with the value of beta Z on Y, namely: 0.467 x 0.295 = 0.138. Then the total effect given by X to Y is the direct effect plus the indirect effect, namely: 0.247 + 0.138 = 0.385. Based on the results of

the calculations above, it is known that the direct influence value is 0.247 and the indirect effect is 0.385, which means that the indirect effect value is greater than the direct influence value, these results indicate that X indirectly through Z has a significant effect on Y.

Sobel Test

Table 8. Sobel Test Results

No	Input	Test Sys.	Test Statistic	Std. Error	*p*-value
a	0.467	Sobel test	2.95489143	0.04662269	0.00312779
b	0.295	Aroian test	2.93139392	0.04699641	0.00337445
S_a	0.065	Goodman test	2.9789632	0.04624596	0.00289226
S_b	0.091	**Reset all**		**Calculate**	

Source: Calculation for Sobel Test. Quantpsy.org

Based on the results of the Sobel test calculation above, it is known that the p-value is 0.00312779, it is concluded that Consumer Trust influences/mediates the relationship between Brand Image and Purchase Decisions. This is because the results of the Sobel test were carried out with a p-value < 0.05.

Partial Test (t test)

Table 9. Partial Test (t test) Results

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	10.323	1.574		6.559	.000
Brand Image	.162	.067	.247	2.435	.017
Consumer Trust	.265	.091	.295	2.904	.005
a. Dependent Variable: Buying Decision					

Source: SPSS output result data

Brand image variable has a t count of 2.435 with a t table value of 1.984 and a significance value 0.017. The significance value is 0.017 < 0.05 and t count (2.435) $>$ t table 1.984 which shows that brand image has a significant and positive effect on purchasing decision. The consumer confidence variable has a t-count of 2.904 with a t-table value of 1.984 and a significance value of 0.005. Significance value 0.005 <0.05 and t count (2.904) $>$ t table (1.984) which shows that consumer trust has a significant positive effect on purchasing decisions.

DISCUSSION

There is a significant influence between the brand image variable and the purchasing decision variable so that the hypothesis in this study is accepted, because it is supported by research data which shows that brand image has a positive and significant influence on purchasing decisions. Then, this research too, obtained results. the brand image variable has a t count of 2.435, which means that the value is greater than the significance level set by the t table of 1.984. which shows that brand image has a significant and positive effect on

purchasing decisions. This means that the better the brand image that is built, the more purchasing decisions will be made. The results of research conducted by (Suwastiari et al., 2021).

These results conclude that the Brand Image variable has a significant positive effect on Purchase Decisions. The better or attractive the brand image, the better value for the product. Because the better the brand image of a product can affect consumer confidence and vice versa if the brand image is not good it can reduce consumer confidence. This is in accordance with research conducted by (Dewi & Rahyuda, 2018), and (Hasan & Grave, 2021) which states that brand image has a significant effect on consumer trust.

These results conclude that consumer confidence has a significant effect on purchasing decisions and the variable consumer confidence has a t count of 2,904 with a t table value of 1,984. it can be said to have a positive and significant effect because t count is greater than t table which shows that consumer trust has a significant positive effect on purchasing decisions. This is supported by the results of research conducted by (Karim et al., 2020), (Rahmawaty, 2014), and (Hadmandho, 2022) that there is a significant influence of consumer trust on purchasing decisions.

Consumer Trust influences/mediates the relationship between Brand Image and Purchase Decision. This is because the results of the Sobel test conducted with p-value < 0.05. Thus, the hypothesis proposed in this study is stated to be true.

CONCLUSION

The results of this study state that brand image partially has a positive and significant influence on purchasing decisions. The results of research conducted by (Suwastiari et al., 2021). Brand image on consumer trust has a positive and significant influence. This is in accordance with research conducted by (Dewi & Rahyuda, 2018) which states that brand image has a positive and significant effect on consumer trust.That consumer trust has a positive and significant effect on purchasing decisions. Consumer trust affects the relationship between brand image variables on purchasing decisions. This result shows that indirectly brand image through consumer trust has a significant influence on purchasing decisions.

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