Brand Image and Value on the Purchasing Decision of Coffee Drinks At the Outlet of Janji Jiwa Royal Plaza Surabaya

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Abstract

In order to maintain the existence of the business, it always creates and implements various marketingstrategies to maintain and maintain business operations in the midst of fierce business competition. Allbusinesses have competition so this makes the company must have a strategy to be able to excel incompetition. Companies must be able to know how to retain their customers so as not to turn to competitors.Especially in the field of coffee drinks business which is currently being rife in Surabaya. This research usesa Quantitative Approach is a research approach that uses data in the form of figures from survey answersdistributed to research samples and analyzed using statistical analysis techniques. The partial regressionresults (t-test) showed the results of the brand image proved to have a significant effect on the decision topurchase coffee drinks at Janji Jiwa Royal Plaza Surabaya. Value is proven to have a significant effect oncoffee beverage purchase decisions at Janji Jiwa Royal Surabaya. Simultaneous regression analysis (F-test)proved to have a significant effect on brand image and value on coffee beverage purchase decisions at JanjiJiwa Royal Surabaya.

Keywords: Brand Image, Value and Purchasing Decisions.

Introduction

Competitive advantage is not only a condition for success for large companies, but also occurs in small and medium businesses. The development of small and medium enterprises is now beginning to show a change that is already quite good. Consumers today are very critical in choosing a product, the purchasing decision for a product is very much influenced by the assessment of the product.

In order to maintain the existence of the business, it always creates and implements various marketing strategies to maintain and maintain business operations in the midst of fierce business competition. Various methods are carried out starting from innovation, attractive packaging and marketing strategies that are undergoing renewal. The purchasing decision process is carried out by consumers by selecting products according to their wants and needs where the brand image of a product illustrates the product's identity. Entrepreneurs are demanded to be able to embed consumers' minds about the image of a product so that it has an influence on purchasing decisions.

Coffee outlets are familiar in today's society in Surabaya. Many people in Surabaya prefer to enjoy unique coffee. Coffee outlet is a place that provides coffee drinks and other drinks. There are also some that sell snacks as a trap. In Surabaya, the community prefers to enjoy coffee at an outlet and makes it a meeting place. A comfortable place and atmosphere makes consumers feel at home. Consumers generally prefer outlets that are fully equipped and meet the desired needs.

Regarding consumers consisting of attitudes and some are just stopping by to spend time. There are also those who hold meetings and serve as a meeting point. Various types of consumers make business competition a matter that must be considered for entrepreneurs in running and maintaining their business. All businesses have competition so this makes the company must have a strategy to be able to excel in competition. Companies must be able to know how to retain their customers so as not to turn to competitors. Especially in the field of coffee drinks business which is currently being rife in Surabaya.

Janji Jiwa Coffee is one of the coffee outlets that wants to be the object of research and this

research. The research focused on the Janji Jiwa outlet Royal Plaza in Surabaya. This research was conducted at the Janji Jiwa Coffee because this coffee is a coffee that is quite well known among the people of Surabaya.

Research that uses a quantitative approach is conducted to test whether there is an influence of brand image and value with purchasing decisions.

Literature Review
Brand Image
Brand Image (Arafat, 2006) is the perception of a brand that is reflected by brand associations in the consumer's memory that contains meaning for consumers. (Kotler et.al., 2008) are perceptions and beliefs carried out by consumers, as reflected in the associations that occur in consumer memory. (Suryani, 2008) is to present the overall consumer perception of a brand that is formed because of information and consumer experience on a brand (Ekawati et.al., 2015). (Ferrinadewi, 2008) is a perception of a brand that is a reflection of consumers' memory of their association with that brand (Ronitua, 2017). (Tjiptono, 2011) is a description of associations and consumer confidence in certain brands (Gifani et.al., 2017). (Setiadi, 2003) is a representation of the overall perception of a brand and is formed from information and past experience of that brand (Efendi et.al., 2018). (Rangkuti, 2002). (Kertajaya, 2004). (Iswanto, 2016). (Kotler et.al., 2010). (Kurniawan et.al., 2016). (Xian et al., 2011).

Value Perception
Value Perception (Chen et.al., 2012) is a set of equipment related to perception because the value of products can build positive influence from word of mouth and can increase consumer purchase intention. (Schiffman et.al., 2008). (Tilaar et.al., 2017). (Kusdyah, 2012). (Kotler, 2003) is a consumer evaluation of the benefits of the product obtained with the costs incurred and alternative perceptions (Kurniawan et.al., 2015). (Robbins, 2003) is the impression that an individual gets through the five senses which is then analyzed (organized), interpreted and then evaluated, so that the individual gains meaning. (Zhuang et.al., 2010). (Fourenta, 2013). (Yee et.al., 2011) are customer perceived preferences and evaluations, product attributes, performance attributes and consequences in terms of achieving customer goals. (Ariyanti et.al., 2014) is a

consumer assessment carried out by comparing the benefits to be received with the sacrifice incurred for a product (Wiryantari et.al., 2016).

Buying Decision
Purchasing decisions (Ekawati et.al., 2015) are actions of consumers to want to buy or not to product. (Kotler et.al., 2008) buy the most preferred brand, but two factors can be between purchase intention and purchase decision. (Schiffman et.al., 2008) is the selection of two or more, an alternative, meaning that if a person can make a decision there must be several alternative choices. (Belch, 2004) is the result of a long and detailed process that includes extensive information search, brand comparison and evaluation and other activities (Ekawati et.al., 2015). (Abdurrahman, 2015). (Sangadji et.al. 2013) is the integration combined with knowledge to evaluate two or more alternative behaviors and choose one (Gifani et.al., 2017). (Efendi et.al., 2018). (Peter et.al., 2013). (Oentoro, 2010). (Musay, 2013).

Research Methods
This study uses a quantitative approach. Quantitative Approach (Sugiyono, 2014) is a research approach that uses data in the form of survey answer numbers distributed to research samples and analyzed using statistical analysis techniques.
Population (Sugiyono, 2014) is a generalization of an area consisting of objects or subjects that have characteristics and qualities determined by researchers to be studied. The sample (Sugiyono, 2014) is part of the total characteristics possessed by the population. In this study sampling using nonprobability sampling techniques. The method used is incidental sampling. Incidental sampling (Sugiyono, 2014) is the determination of samples based on anyone who happens to meet with researchers can be used samples if the person met is considered suitable as a source of data.

Results
Respondents determined as a sample are 100 people. The results of the questionnaire related to the validity test were taken from data processed through the SPSS application, the results of the data that were processed were obtained r-count> r-table 0.196, so all statements from the brand image variable, value and purchase decision

proved to be valid means that they were able to reveal all that will be measured.

The reliability test will be carried out using the Cronbach's Alpha (α) statistical test provided that the studied variable is declared reliable if the value is above 0.6, indicating that the Cronbach Alpha value is greater than 0.60 so that the measuring instruments used in this study are reliable.

Multiple linear regression analysis aims to determine the effect of the independent variable (X) on the dependent variable (Y). Testing is done with the help of SPSS. Based on the results of multiple linear regression analysis, getting the value of R = 0.566 means the strong relationship between the barand image and the value together with the purchase decision of 56.6%. R Square value = 0.321 means that changes in purchasing decisions can be explained by changes in brand image and a value of 32.1%. Adjusted R Square value = 0.307 means that the purchase decision change of 30.7% is caused by brand image and value.

Partial regression analysis (t-test) showed the results: (1) brand image obtained a t-count of 4070 significant 0.000 thus brand image proved to have a significant effect on coffee beverage purchase decisions at Janji Jiwa Royal Plaza Surabaya. (2) the value of obtaining a t-count of 2,480 is significant 0.015 thus the value is proven to have a significant effect on the decision to purchase coffee drinks at Janji Jiwa Royal Surabaya. Simultaneous regression analysis (F-test) showed a significant value of 22,879 0,000, thus simultaneously proved to have a significant effect on brand image and value on coffee beverage purchasing decisions at Janji Jiwa Royal Plaza Surabaya.

Conclusion
Brand Image (Arafat, 2006) is the perception of a brand that is reflected by brand associations in the consumer's memory that contains meaning for consumers. Value Perception (Chen et.al., 2012) is a set of equipment related to perception because the value of products can build positive influence from word of mouth and can increase consumer purchase intention. Purchasing decisions (Kotler et.al., 2008) buy the most preferred brand, but two factors can be between purchase intention and purchase decision. Partial regression results (t-test) showed the results: (1) brand image obtained

a t-count of 4070 significant 0,000 thus brand image proved to have a significant effect on coffee beverage purchase decisions at Janji Jiwa Royal Plaza Surabaya. (2) the value of obtaining a t-count of 2,480 is significant 0.015 thus the value is proven to have a significant effect on the decision to purchase coffee drinks at Janji Jiwa Royal Plaza Surabaya. Simultaneous regression analysis (F-test) showed a significant value of 22,879 0,000, thus simultaneously proved to have a significant effect on brand image and value on coffee beverage purchasing decisions at Janji Jiwa Royal Plaza Surabaya.

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