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## The Effect of Brand Image and Product Quality on Purchase Decision of Starbucks Coffee in Malang City

Cita Della Dwi Riyanika<sup>1\*</sup>, Ratih Juliati<sup>2</sup>, Kenny Roz<sup>3</sup>

Department of Management, Universitas Muhammadiyah Malang

Corresponding E-mail: [firdauskenny@umm.ac.id](mailto:firdauskenny@umm.ac.id)

### **Abstract**

*The purpose of this study was to determine and analyze the effect of brand image and product quality on Starbucks Coffee purchasing decisions in Malang City. The population in this study were all consumers who bought Starbucks Coffee in Malang, with a sample of 120 respondents who were taken using the Nonprobability Sampling technique with the Snowball Sampling method. The characteristics of respondents are respondents who bought Starbucks Coffee for the first time by delivery orders through the Grab, Gojek, and Shopee Food applications and respondents who had bought other coffee brands. The time of the research was February 2 – March 5, 2022, distributing online questionnaires. The data analysis technique was carried out using multiple linear regression analysis, t-test, and dominant test. The results of this study conclude that brand image and product quality have a positive and significant effect on purchasing decisions. Due to a large number of competitors, brand image has a dominant effect on purchasing decisions, which is contrary to the hypothesis.*

**Keywords** – brand image, product quality, purchase decision

### **Abstrak**

Tujuan dari penelitian ini untuk mengetahui dan menganalisis pengaruh citra merek dan kualitas produk terhadap keputusan pembelian Starbucks Coffee di Kota Malang. Populasi dalam penelitian ini adalah seluruh konsumen yang membeli Starbucks Coffee di Kota Malang, dengan sampel sebanyak 120 responden yang diambil menggunakan teknik Nonprobability Sampling dengan metode Snowball Sampling. Karakteristik responden yaitu responden yang membeli pertama kali Starbucks Coffee secara delivery order melalui aplikasi Grab, Gojek, dan Shopee Food dan responden yang pernah membeli kopi merek lain. Waktu penelitian dilaksanakan 2 Februari – 2 Maret 2022 dengan menyebarkan kuesioner online. Teknik analisis data dilakukan dengan menggunakan analisis regresi linier berganda, uji t dan uji dominan. Hasil penelitian ini menyimpulkan bahwa, citra merek dan kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian.

**Kata kunci** – citra merek, kualitas produk, keputusan pembelian

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Corresponding author: [firdauskenny@umm.ac.id](mailto:firdauskenny@umm.ac.id)

## INTRODUCTION

The phenomenon that occurs today is that the Coffee Shop has expanded, this is because in this day and age coffee shops are multifunctional not only for hanging out, but also as a place to support work activities, and as a place to seek self-recognition. The level of coffee consumption and changes in people's lifestyles that are increasing has resulted in the development of the coffee shop industry. Based on the Agricultural Data and Information System Center of the Ministry of Agriculture, national coffee consumption in 2016 reached around 250 thousand tons and grew by 10.54% to 276 thousand tons. Indonesia's coffee consumption during the 2016-2021 period is predicted to grow by an average of 8.22 %/year. In 2021, coffee supply is predicted to reach 795 thousand tons with consumption of 370 thousand tons, resulting in a surplus of 425 thousand tons

The Coffee Shop trend that currently exists and is in great demand by many people is Starbucks Coffee. Having a brand image as the biggest and best coffee shop owned by Starbucks is well maintained until now. Various facilities are offered such as attractive interior design, comfortable and clean seats, smooth Wi-Fi connection, and the availability of adequate power cables. Not only in terms of facilities but Starbucks also provides the best quality products to its consumers. In addition, Starbucks has many promotional options on offer. Through the Instagram social media account, namely @starbucksindonesia, by having a number of followers of 1.4 million they make the social media account as a tool of online marketing.

**Table 1.** Ranking of Top Brands in the Café Coffee Category Year 2017-2021

No.	Brand	2017	2018	2019	2020	2021
1.	Starbucks	39,5%	51,9%	43,7%	43,9%	49,4%
2.	Excellso	5,5%	-	-	-	-
3.	The Coffe Bean & Tea Leaf	4,5%	8,6%	9,8%	11,7%	11,9%
4.	Ngopi Doeloe	3,2%	1,7%	0,4%	8,2%	3,3%

Source: *topbrand-award.com* (2022)

The data above shows that Starbucks has always been ranked as the 1st Top Brand in the coffee cafe category from 2017 to 2021. Starbucks has been able to compete with other brands from year to year, although the percentage has increased and decreased, Starbucks has always consistently obtained the TOP predicate from the results of Indonesia's Top Brand Survey. This statement can be seen through the table in 2017 the percentage was 39.5 percent. Then in 2018, Starbucks experienced a fairly large increase with a percentage of 51.9 percent. Currently, online platforms are growing rapidly throughout Indonesia, especially in Malang City. The presence of the Grab and Gojek applications that provide various services in one application makes it easier for users to meet their needs. The online food transportation service is one of the Grab and Gojek application services that provide convenience for customers in ordering food, saving time without coming to a place to eat directly and queuing. Sales through Grab and Gojek are highly relied upon by Starbucks because consumers tend to use these applications to make it easier to meet their needs. On the other hand, the increasing number of Grab and Gojek application users has become an opportunity for business people, especially Starbucks.

Nowadays, people tend to use the Grab, Gojek, and Shopee applications as an option to fulfill their desires and needs. The percentage of data above is obtained from application searches through the Google Play Store. It can be seen that the Grab, Gojek, and Shopee applications have been downloaded by 100 million users. One of the Grab, Gojek, and Shopee services is a food delivery service called GrabFood, Go-Food, and Shopee Food. From the description above, this research was conducted on

Starbucks consumers in the city of Malang. The selection of Starbucks products as the object of research is seen from the results of pre-research conducted by researchers. With an explanation of the theory and previous research that has been discussed previously and supported by the results of the Pre-Research carried out, thus the researcher proposes the title "The Effect of Brand Image, and Product Quality, on Study Purchase Decisions at Starbucks Coffee in Malang City".

## LITERATURE REVIEW

Consumer purchasing decisions are basically an act of determination by consumers to involve themselves in an exchange transaction of goods or services to get the ultimate benefit. This is important because it relates to consumer decisions in determining which product to choose to make a purchase of the product. This is in line with the definition according to Kotler and Armstrong (2016) which states that purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy needs and desires. Tjiptono (2012) also states that purchasing decisions are a process where consumers recognize the problem, seek information about a particular product or brand and evaluate well each alternative that can solve the problem, which then leads to a purchase decision.

Brand image plays an important role in shaping a consumer's purchase decision because a positive brand image can be an advantage and have a strong relationship in making purchasing decisions. Consumers in making a choice on a product tend to look at the image of the brand on the product they want to buy. The definition of brand image according to Kotler and Keller (2012) is that every product sold in the market has its own image in the eyes of its consumers which is deliberately created by marketers to distinguish it from their competitors. This is in line with research conducted by Anastasia (2018), and Budiyanto (2019) that brand image is one of the important elements that can encourage consumers to buy products. The better the brand image attached to the product, the more interested consumers will be to buy the product, this is in line with another research conducted by (Arif, 2019). Brand image influences a purchasing decision on a product. If the brand image has a good image in the perception or minds of consumers, then consumers will be motivated and act to make purchasing decisions. In line with research results according to Anastasia (2018), Budiyanto (2019), Kurniawati (2013), Hariandja (2016), Sunarsi (2020), Fatmaningrum & Fadhilah (2020), Dewi (2020), said that brand image influences purchasing decisions. In contrast to the research by Kusumaningrum & Sari (2020), Arfi *et al.*, (2019), and Wowor *et al.*, (2021), which state that brand image has no effect on purchasing decisions. Based on the research inconsistencies above, the hypotheses tested in this research was:

**H1:** Brand image (X1) has a positive and significant effect on purchasing decisions (Y).

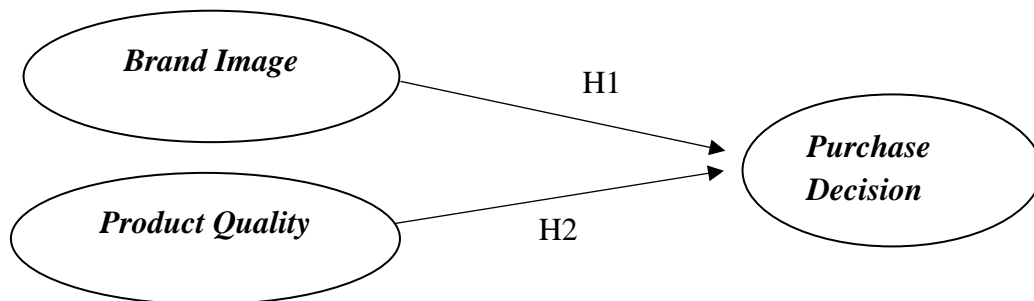
Product quality is an important factor in determining purchasing decisions that will be determined by consumers because quality will reflect that a product can perform its functions in accordance with the desired expectations. This is in line with the understanding of Kotler and Armstrong (2012) that product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes. According to research conducted by Husfah (2018), Lestari & Noersanti (2020), and Suwastiari *et al.*, (2021) shows that product quality has a significant influence on purchasing decisions. The results of this study are supported by previous research conducted by Husfah (2018), Ratela & Taroreh (2016), Sejati (2016), Tuti *et al.*, (2019), Saputra *et al.*, (2021), Kiling & Tumewu (2016), Chendradewi & Khasanah (2016), Rizan *et al.*, (2015), Lestari & Noersanti (2020), Suwastiari *et al.*, (2021) which state

that product quality has a partial effect on purchasing decisions. Therefore, the hypotheses tested in this research was:

**H2:** Product quality (X2) has a positive and significant effect on purchasing decisions (Y).

Based on research Irawan (2021), Octhaviani & Sibarani (2021), Rizky *et al.*, (2018), Setyaningrum *et al.*, (2013), Kurniawan *et al.*, (2020), Rosanti & Salam (2021), Dharma & Sukaatmadja (2015), Rizan & Handayani (2015), Anastasia (2018), Lestari & Noersanti (2020) who revealed that brand image has a dominant influence on purchasing decisions. Based on the dominant Test that has been carried out, the results show that brand image has a dominant influence on purchasing decisions.

**H3:** Brand image (X1) has a dominant influence on purchasing decisions (Y).



**Figure 1.** Research Framework

## RESEARCH METHOD

The approach used in this research is a quantitative approach. According to Noor (2011) quantitative research is a method for testing certain theories by examining the relationship between variables, variables are measured so that the data consists of numbers and analyzed based on statistics. The type of research in this research is explanatory research with a quantitative approach. Explanatory research is research that tests theories and hypotheses from previous research on causal relationships in their implementation (Sugiyono, 2016). The population in this study was large, so the researchers took samples from the population that were truly representative (Sugiyono, 2011) using 120 respondents. The characteristics of the respondents in the study are that respondents are consumers who know that Starbucks Coffe is a well-known Coffee Shop and respondents who first bought Starbucks Coffee products by delivery through the Grab, Gojek, and Shoppe Food applications.

The sampling technique in this study used non probability sampling with the snowball sampling method. The data collection technique is a way of collecting the data needed to answer the research problem formulation (Noor, 2011). The primary data collection technique collected by the researcher was an online questionnaire in the form of a google form. In this study, researchers chose the Likert scale method. The respondents were asked to sort their choices expressed in the form of numbers 1 to stating their agreement or disagreement with the subject.

## RESULT AND DISCUSSION

The results of the tabulation of respondents' characteristics can be seen that the majority of respondents are female with a total of 79 people (66%) and male respondents with as many as 41 (34%). The majority of respondents' monthly income is in the sufficient range, which is dominant at the range

of Rp. 1.000.000 – Rp. 2,000,000 (44%).

**Table 1.** Respondent Demography

No.	Description	Category	Number of Respondents	Percentage
1	Gender	Male	41	34%
		Woman	79	66%
2.	Employability	Student	7	6%
		Student	65	54%
		Employee	33	28%
		Businessman	4	3%
3.	Monthly Income	Rp. 1.000.000 s/d Rp. 2.000.000	53	44%
		Rp. 2.000.000 s/d Rp. 3.000.000	28	23%
		Rp. 3.000.000 s/d Rp. 4.000.000	21	18%
		Rp.4.000.000 s/d Rp. 5.000.000	14	12%
		> Rp. 5.000.000	4	3%

*Source: Primary Data Processed (2022)*

The essence of research activities is data. The data will describe the research results and prove the hypothesis. The data obtained in this study were tested using several tests as follows:

**Table 2.** Tabulation of Validity Test

Variable	Items	R count	R table	Information
Brand Image (X1)	X1.1	0,781	0,179	Valid
	X1.2	0,787	0,179	Valid
	X1.3	0,811	0,179	Valid
	X1.4	0,820	0,179	Valid
Product Quality (X2)	X2.1	0,729	0,179	Valid
	X2.2	0,744	0,179	Valid
	X2.3	0,715	0,179	Valid
	X2.4	0,756	0,179	Valid
Buying decision (Y)	Y1	0,791	0,179	Valid
	Y2	0,549	0,179	Valid
	Y3	0,765	0,179	Valid
	Y4	0,769	0,179	Valid

*Source: Primary Data Processed (2022)*

Shows that each of the indicators of this study, which include brand image, product quality and purchasing decisions, has a value of r-count greater than r table, which is more than 0.179. These results conclude that the items in the statements submitted to respondents are stated to be valid and consistently used as data collectors on Starbucks coffee consumers.

**Table 3.** Tabulation of Reliability Test Results

Items	Standart Cronchbach Alpha	Reliability Coefficient	Description
Brand Image (X1)	0,812	4	Reliable
Product Quality (X2)	0,718	4	Reliable
Purchase decision (Y)	0,709	4	Reliable

*Source: Primary Data Processed (2022)*

Based on the results of the reliability test, it can be concluded that the brand image variable has a reliability coefficient of 0.812, product quality is 0.718 and purchasing decisions are 0.709 so that the variables used in this study are reliable, this is because the Cronbach's Alpha coefficient  $> 0.60$ . Based on the results of the analysis, it can be concluded that all the instruments in this study, although tested repeatedly, can produce the same results so that they can be used to explain the effect of brand image and product quality on purchasing decisions for Starbucks Coffee consumers.

**Table 4.** Coefficient of Determination Test Results ( $R^2$ )

Model	R	R Square	Model Summary	
			Adjusted R Square	Std. The error of the Estimate
1	0,749 <sup>a</sup>	0,562	0,554	1.59593

Source: Primary Data Processed (2021)

Based on the results of data processing, it is known that the coefficient of determination ( $R^2$ ) is seen in the R square value of 0.562 or 56.2%. Thus, it can be said that the diversity of brand image and product quality variables can be explained by the purchasing decision variable of 56.2% while the remaining 46.6% is contributed by other variables not discussed in this study.

**Table 5.** Multiple Linear Regression Analysis Test Results

Model		Coefficients <sup>a</sup>			T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	6.950	1,363		5,099	0,001
	Brand Image	0,325	0,072	0,379	4,532	0,001
	Product Quality	0,242	0,079	0,257	3,066	0,003

A. Dependent Variabel: Purchase Interest

Source: Primary Data Processed (2021)

Hypotheses 1 result positive value of t-count value is 4.532 which is greater than t table (1.658) and significant ( $0.000 < 0.05$ ), so that  $H_0$  is rejected and  $H_a$  is accepted. Thus, the hypothesis ( $H_1$ ) which states that the brand image variable has a partial effect on the purchasing decision of Starbucks Coffee in Malang City is accepted. Hypotheses 2 result a positive t-count value of 3.066 is greater than t table (1.658) and significant ( $0.000 < 0.05$ ), so that  $H_0$  is rejected and  $H_a$  is accepted. Thus, the hypothesis ( $H_2$ ) which states that product quality variables partially influence the purchasing decision of Starbucks Coffee in Malang City is accepted. Based on the table above, it can be seen that the beta coefficient of the brand image variable ( $X_1$ ) is 0.379. While the beta coefficient of product quality ( $X_2$ ) is 0.257. From these results it can be interpreted that the third hypothesis ( $H_3$ ) which states that brand image has a more dominant influence on purchasing decisions for Starbucks Coffee in Malang City.

The results of testing the first hypothesis, it is known that brand image has a positive and significant effect on Starbucks Coffee decisions in Malang City. The existence of a significant influence indicates that the more attractive the brand image, the more consumers' willingness to decide to purchase a product will arise. The results of the descriptive analysis show that the brand image is in the attractive category. This research proves that Starbucks Coffee has an easy-to-remember brand symbol or logo. This is because Starbucks Coffee is able to make their logo easily recognizable to consumers with the characteristics, they have so that consumers quickly recognize the brand. Therefore, it is not surprising that consumers feel confident when buying Starbucks Coffee products. When consumers feel



confident in deciding to buy a product, therefore consumers quickly decide to buy the product. If Starbucks Coffee products are easily recognized by consumers, it will make it easier to achieve goals in the minds of consumers. By seeing that the product is in accordance with what is being sought and supported by an easily recognizable brand, it can more easily influence consumers to decide to buy. A brand that can be trusted will increase consumer confidence in determining a product for the brand. With a brand that they have relied on and believe in meeting the needs that exist in Starbucks Coffee products. So that consumers can fulfill their desires through trusted brands and will be easy to make purchasing decisions. Known for having a popular brand makes Starbucks Coffee as one of the best companies in the Coffee Shop field. The popularity of Starbucks Coffee makes them brand much in demand and targeted by consumers. So that consumers without hesitation consider buying Starbucks Coffee because their brand is well known. This makes consumers quickly decide to buy Starbucks Coffee products because without any considerations that make consumers less interested in Starbucks Coffee products. Based on the explanation above, it can be concluded that the better the brand image, the more consumers' willingness to decide to purchase a product will arise. The results of this study are supported by previous research conducted by Anastasia (2018), Budiyanto (2019), Kurmiawati (2013), Hariandja (2016), Sunarsi (2020), Fatmaningrum & Fadhilah (2020), Dewi (2020), said that brand image influences purchasing decisions. In contrast to the research by Kusumaningrum & Sari (2020), Arfi *et al.*, (2019), which states that brand image partially influences purchasing decisions. Thus, hypothesis one (H1) which states that brand image has a partial effect on purchasing decisions for Starbucks Coffee in Malang is accepted. The results of testing the first hypothesis, it is known that brand image has a positive and significant effect on Starbucks Coffee decisions in Malang City.

The results of the analysis can be seen that product quality has a positive and significant effect on purchasing decisions for Starbucks Coffee in Malang City. These results indicate that consumer tastes regarding Starbucks Coffee products with good product flavors make consumers satisfied when buying Starbucks Coffee products compared to other competing products. So that it can encourage consumers to decide to buy Starbucks Coffee products. From this, consumers quickly decide to buy because they without hesitation think about other factors. In addition, when the taste of the product is as expected, consumers will look for other menus that they have never tried. Starbucks Coffee provides variety and innovation that is different from other coffee shops. This is Starbucks Coffee's effort to meet the needs and desires of consumers. By offering a menu that can be requested according to consumer desires and a season menu that changes every season or at certain events. The hope is that this can attract the attention of consumers in deciding to purchase Starbucks Coffee products. On the other hand, so that consumers can quickly make purchases because of the variety of products. Before making a purchase, consumers look for information about the products that are being offered with various innovations so that consumers can make a solid purchase decision. Practical and attractive packaging is a factor in purchasing decisions. This study shows that consumers are able to buy Starbucks Coffee products because the packaging is practical to carry. This has been included in the category of product quality offered by Starbucks Coffee. In the sense that consumers think that Starbucks Coffee packaging seems expensive with its popular brand logo so that their packaging is attractive and different from other shops. If the product packaging is well received by the public, the stability in a purchasing decision for Starbucks Coffee products will be higher. A distinctive aroma that is different from its competitors. It is perceived by consumers that there is no doubt that the aroma of Starbucks Coffee is different. The different aroma of coffee due to the good quality of coffee products makes consumers quickly decide to buy. In addition, the distinctive aroma also makes consumers satisfied and in accordance with what they expect. So that consumers will be sure to buy one product from several available options if they

already know the aroma of coffee that suits their taste. Based on the explanation above, it can be concluded that the better the product quality, the more determined consumers decide to buy Starbucks Coffee products. The results of this study are supported by previous research conducted by Husfah (2018), Ratela & Taroreh (2016), Sejati (2016), Tuti *et al.*, (2019), Saputra *et al.*, (2021), Kiling & Tumewu (2016), Chendradewi & Khasanah (2016), Rizan *et al.*, (2015), Lestari & Noersanti (2020), Suwastiari *et al.*, (2021) which states that product quality has a partial effect on purchasing decisions. Thus, hypothesis two (H2) which states that product quality has a partial effect on purchasing decisions for Starbucks Coffee in Malang is accepted.

Based on the dominant test that has been done, the results show that brand image has a dominant influence on purchasing decisions. This shows that the brand image of Starbucks Coffee is a consumer consideration in deciding to purchase Starbucks Coffee products. Consumers tend to choose a good brand image and a trustworthy brand. It can be interpreted that the better the brand image of the product, the more confident consumers decide to buy. This is in accordance with the researchers' assumptions, where the third hypothesis was obtained based on the research of research Irawan (2021), Octhaviani & Sibarani (2021), Rizky *et al.*, (2018), Setyaningrum *et al.*, (2013), Kurniawan *et al.*, (2020), Rosanti & Salam (2021), Dharma & Sukaatmadja (2015), Rizan & Handayani (2015), Anastasia (2018), Lestari & Noersanti (2020) which revealed that brand image has a dominant effect on purchasing decisions. Thus, it can be interpreted that the third hypothesis (H3) which states that brand image has a dominant influence on purchasing decisions for Starbucks Coffee in Malang City.

## CONCLUSION

Based on the results of the research that has been carried out, it can be concluded that brand image variable has a positive and significant effect on purchasing decisions for Starbucks Coffee products. It can be seen that a good brand image can further increase the purchasing decision of Starbucks Coffee products. Then the product quality variable has a positive and significant effect on purchasing decisions for Starbucks Coffee products. It can be seen that the better the quality of the product provided, the better the purchase decision for Starbucks Coffee products. The brand image variable has a more dominant influence on the purchasing decision of Starbucks Coffee products compared to the product quality variable. This is based on the more attention paid by consumers to brand image in determining purchasing decisions. Consumers feel more about the brand image compared to product quality which has less influence because what is more important is the suitability of the product itself.

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