



# The Influence Of Product Quality, Price, And Brand Image On Product Purchase Decisions At Faste Coffee

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## ABSTRACT

This study aims to analyze the impact of product quality, price, and brand image on consumer purchase decisions at Faste Coffee, particularly among students in Bandar Lampung. The method used in this research is multiple linear regression, with a sample of 200 respondents who are Faste Coffee consumers that made purchases in the last three months. The results indicate that product quality, price, and brand image significantly affect purchase decisions simultaneously. Among these three factors, product quality has the most significant impact on purchase decisions, followed by price and brand image. The regression coefficients show that improvements in product quality, competitive pricing, and a positive brand image increase the likelihood of consumers making repeat purchases. Moreover, the ANOVA test reveals that the regression model is highly significant, with Sig. < 0.001, indicating that these three factors contribute greatly to purchase decisions. This study provides valuable insights for Faste Coffee's management to enhance product quality, offer more competitive pricing, and strengthen their brand image through positive consumer experiences. The findings are expected to assist Faste Coffee in formulating more effective marketing strategies, especially to attract young consumers, particularly students as the primary market segment.

## INTRODUCTION

The coffee industry has undergone significant development in recent years, especially with the emergence of a variety of local cafes that offer unique experiences to their consumers. Nationally, the coffee shop industry in Indonesia has experienced exponential growth in the past decade. This phenomenon is driven by lifestyle changes, the explosion of the milk iced coffee trend targeting young consumers, and the development of coffee shops as a third space to socialize and work. This national trend also has a significant impact in various regions, including Bandar Lampung City.

The capital of Lampung Province witnessed an explosion in the number of coffee shops, especially those initiated by local players. The development of the number of coffee shop businesses in Bandar Lampung shows a very sharp increase from year to year. Based on data from Bandar Lampungkota.bps.go.id (2022), the number of coffee shops in Bandar Lampung increased from 196 outlets in 2018 to 798 outlets in 2022 (See Table 1). This represents an increase of more than 300% in just four years. The most significant growth occurred during the 2020-2022 period, which created a very competitive landscape.

**Table 1. Number of Cafes in Bandar Lampung City in 2018-2022**

No	Year	Number of Cafes
1	2018	196
2	2019	235
3	2020	432
4	2021	653
5	2022	798

Source: <http://bandarlampungkota.bps.go.id>

Local brands such as Kopi Ketje, El's Coffee, and of course, Faste Coffee, are now competing aggressively for market share. Faste Coffee itself is a local player that shows rapid development in Bandar Lampung. The brand is expanding gradually, starting with the opening of the Faste Coffee Kedaton outlet around October 2023. This strategy proved to be successful, which was then followed by the opening of the Faste Coffee Signature (Imam Bonjol) branch in October 2024. Its rapid development in the last two years has been further emphasized with the opening of Faste Coffee Unila in October 2025, which strategically demonstrates Faste Coffee's focus on targeting the student market.

In the midst of this intense competition, Faste Coffee, which is strategically located in Bandar Lampung (Ramawati et al., 2024), positioning itself as a brand that focuses on the quality of coffee products, competitive prices, and attractive brand image, Faste Coffee has become a favorite choice for students in Bandar Lampung. This phenomenon is interesting to research, as young consumers such as college students often have a strong preference for factors that influence their purchasing decisions, including product quality, price, and brand image.

Product quality factors are often considered to be the main element that influences a purchase decision. The quality of coffee products, such as taste, aroma, consistency, and overall experience, affects how consumers assess the value of the product (Darmayanti & Aminah, 2023). At Faste Coffee, this is evident from consumer reviews that often highlight specific aspects of the product. Based on pre-research observations on the Google Maps review platform, many consumers gave positive comments such as "it's delicious bgt guysAmericano nyaa plisss, it's not disappointing anyway", "the noodles are well worth it for the price", or "the food & drinks are delicious, the price is affordable, the place is comfortable 1000/10". These reviews indicate that a positive perception of product quality has been established.

In addition to product quality, price is also a crucial factor that influences consumer purchasing decisions (Irvandinata et al., 2024). Faste Coffee implements a very competitive price strategy in the Bandar Lampung market to target its main segment, namely students. Based on observations, most coffee products at Faste Coffee are offered in the price range of IDR 15,000 to IDR 20,000. This price range strategically positions Faste Coffee below the price of premium coffee shops but still competes fiercely with other local players. The price offered by Faste Coffee must be considered in accordance with the value that consumers receive from the product.

Brand image is also an equally important aspect in purchasing decisions. Faste Coffee actively builds its brand image through social media platforms such as Instagram, which is highly relevant to its target student audience. Based on observations on Faste Coffee's official

Instagram account, interactions and responses on social media show efforts to build a modern, friendly, and community-oriented image. Comments from consumers such as "The most comfortable place to make nugas with friends" or "The admin is friendly and there are often info promos". The visual communication style and captions used by this brand also consistently show an energetic and 'sexist' image, which is in harmony with the lifestyle of students.

This effort to build a strong image can build an emotional connection between the consumer and the product, which in turn increases the likelihood of consumers making a purchase (Anthonio et al., 2024). A good brand image is often associated with high product quality, but it is also associated with the consumer experience and brand associations in their minds. According to Anthonio (2024), brand image can function as a quality signal that gives consumers confidence in choosing products. In this case, Faste Coffee has the challenge of continuing to build and maintain a brand image that can be accepted and positively perceived by students in Bandarlampung.

Some previous research has revealed that product quality can increase consumer loyalty, which in turn drives the decision to buy back (Vera Maria et al., 2024). Thus, it is important to understand the extent to which the quality of Faste Coffee's products affects student purchasing decisions in Bandarlampung. Other research shows that price plays an important role in influencing value perceptions and purchasing decisions (Johan et al., 2023). Among college students, competitive prices are often one of the main reasons for choosing a place to buy coffee, given their limited budget. Several related journals show that price is the strongest predictor in the student segment (Srivastava, 2025), Meanwhile, other studies in the context of coffee shops have highlighted brand image as the main factor (Setyadi et al., 2025). This inconsistency suggests that the weight of influence of each variable is highly dependent on the local market context. Second, the majority of existing research focuses on national or international brands such as Starbucks. There is still very limited research that specifically analyzes the dynamics of competition between local coffee brands in cities such as Bandar Lampung. By filling the research gap, the main purpose of this study is to test how product quality, price, and brand image affect students' purchasing decisions at Faste Coffee. The results of this research are expected to make an important contribution to Faste Coffee managers and other local coffee business actors in developing more targeted marketing strategies to win competition in the youth market. Research on the factors that influence consumer purchasing decisions has been extensive, but most of the research is still limited to the more general goods or brand industry (Umpusinga et al., 2024). Therefore, this study aims to delve deeper into the influence of product quality, price, and brand image on consumer purchase decisions at Faste Coffee among students in Bandarlampung. In this study, researchers will examine how these three factors interact and influence consumer purchasing behavior, focusing on students who are a large part of Faste Coffee's market share.

## LITERATURE REVIEW

### Product Quality

Product quality is an important element in influencing consumer purchasing decisions. According to (Hsu et al., 2024), Product quality is the totality of product features and characteristics that can create value and customer satisfaction. In the food and beverage industry, especially in the coffee shop sector, product quality is a very important positioning tool to win the competition in the market. Product quality is not only determined by objective factors such as raw materials, but also by the subjective perception of consumers that influence the way they rate a product (DUMITRESCU, 2022).

In the context of coffee shops, there are several product quality indicators that need to be considered, including taste, freshness, presentation, and innovation. Taste is a fundamental attribute that determines a consumer's purchasing decision, as delicious and consistent taste is

the main expectation of consumers in enjoying coffee products. Freshness is an important aspect because the use of high-quality raw materials is directly related to the taste of the product. Finally, innovations and menu variations, such as trend-following coffee variant offerings, are highly influential in maintaining consumer interest and loyalty (Sijabat et al., 2025). Based on this description, the Product Quality indicator (X1) used in this study refers to (Sijabat et al., 2025), that is:

1. Taste: The taste of coffee products that suit the consumer's taste.
2. Menu Innovation: The availability of diverse and trendy product variants.
3. Product Consistency: Consistency of product quality in every purchase.

### **Price**

Price is the amount of money charged to consumers to get a product. However, in the context of consumer behavior, what is more relevant is price perception, which is how consumers assess prices based on the perceived value of the products they buy (Johan et al., 2023). This perception of price influences consumer decisions, because price is not only seen as a number, but also as an indicator of product quality and the benefits that consumers receive.

Some of the important price perception indicators in this study are price affordability, which refers to the extent to which the price of a product is in accordance with the consumer's purchasing power. Price conformity with quality is how consumers assess whether the price paid is proportional to the quality they receive. Price competitiveness refers to the price comparison between Faste Coffee and competitors in the market. Finally, price fit with benefits measures consumers' assessment of the total value they receive from a product, which includes functional, emotional, and social benefits. Based on research (Juwita & Faddila, 2023), The Price indicator (X2) in this study is as follows:

1. Price Affordability: The suitability of the price of the product with the financial ability of the target consumer (students).
2. Price Conformity with Quality: The consumer's assessment that the price paid is commensurate with the quality of the product received.
3. Price Competitiveness: A comparison of the prices of Faste Coffee products that are considered competitive compared to similar coffee shops.

### **Brand Image**

Brand image is the perception formed in the minds of consumers about a brand, which includes the beliefs, feelings, and associations that consumers have towards the brand (Anthonio et al., 2024). A positive brand image can shape consumer loyalty and strengthen purchasing decisions. In the context of Faste Coffee, the brand image can be influenced by the strength of the brand association, the excellence of the brand association, and the uniqueness of the brand association.

The strength of brand associations refers to the extent to which consumers can easily remember or recognize the Faste Coffee brand. The advantage of brand associations has to do with how positive and relevant the association that consumers have with the brand. The uniqueness of the brand association assesses the extent to which consumers feel that the Faste Coffee brand has advantages that distinguish it from other competitors. A strong and positive association with a brand can increase buying interest and customer loyalty, so that brand image becomes a key factor in purchasing decisions (Mantik et al., 2024). Referring to the Keller framework adapted by Mantik et al. (2024), the Brand Image (X3) indicators in this study are:

1. Strength of Brand Association: Ease of consumers in remembering and recognizing the Faste Coffee brand.
2. Brand Association Advantages: How positive and relevant the association that consumers have towards Faste Coffee (e.g.: modern, friendly, quality).

3. Brand Association Uniqueness: Consumer perception that Faste Coffee has an advantage that sets it apart from competitors.

### Keputusan Pembelian

Purchasing decisions are the process by which consumers choose and buy products from various existing alternatives. According to (Novianto et al., 2024), there are five stages in the purchase decision-making process, namely: problem identification, information search, alternative evaluation, purchase decision, and post-purchase behavior.

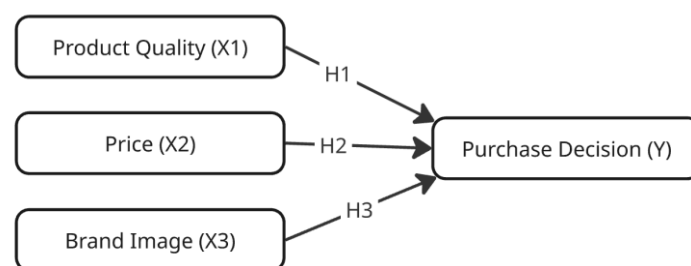
At the problem recognition stage, consumers realize that there are needs that must be met. In the information search stage, consumers look for information about products to be purchased through various sources, such as advertisements, social media, or friend recommendations. After that, at the alternative evaluation stage, consumers compare different product options based on criteria they consider important, such as quality, price, and brand image. A purchase decision occurs after the consumer decides to buy a product based on the evaluation. Finally, post-purchase behavior includes satisfaction or dissatisfaction that influences future purchasing decisions. To quantitatively measure these variables, the Purchasing Decision (Y) indicator used is:

1. Confidence in the Decision: The consumer's confidence that choosing Faste Coffee is the right decision.
2. Repurchase Intent: A consumer's desire or plan to make a future purchase.
3. Recommendation: Willingness of consumers to recommend Faste Coffee to others.
4. Transactional Interest: Strong interest in continuing to purchase Faste Coffee products.

### Framework of Thought and Hypothesis

Based on the theory that has been described, there is a close relationship between product quality, price, and brand image and consumer purchase decisions. Good product quality, prices that match the accepted value, and a positive brand image are expected to increase the likelihood of consumers buying the product. This study proposes several hypotheses that will be tested as follows:

1. H1: Product Quality has a positive and significant effect on Purchase Decisions.
2. H2: Price has a positive and significant effect on the Purchase Decision.
3. H3: Brand Image has a positive and significant effect on Purchase Decisions.
4. H4: Product Quality, Price, and Brand Image simultaneously have a positive and significant effect on Purchase Decisions.



**Figure 1. Hypothesis Framework**

By testing this hypothesis, this study is expected to provide a deeper insight into how these factors affect consumers' purchasing decisions at Faste Coffee, as well as contribute to coffee shop managers in formulating more effective marketing strategies.

## METHODS

This study aims to analyze the influence of product quality, price, and brand image on consumer purchase decisions at Faste Coffee, focusing on students in Bandar Lampung. The research method used in this study is a quantitative approach with a descriptive and causal research design. The quantitative approach was chosen because it allows researchers to measure the relationship between the variables studied objectively and use numerical data for statistical analysis.

### Data Types and Sources

The type of data used in this study is primary data obtained through the distribution of questionnaires using Google Forms to students in Bandar Lampung who have become consumers of Faste Coffee. This primary data is collected with the aim of finding out consumers' perception of Faste Coffee's product quality, price, and brand image as well as its influence on their purchasing decisions. The questionnaire used consists of closed-ended questions on a Likert scale of 1 to 5, which allows respondents to give an assessment of each statement submitted. In addition to primary data, this study also uses secondary data obtained through literature review, namely journal articles, books, and other relevant sources to support the theory used in this study (Putri & Prasetya, 2024).

### Population and Sample

The population in this study is students in Bandar Lampung who are consumers of Faste Coffee. The determination of the population is carried out by limiting it to students who have purchased Faste Coffee products in the last 3 months. The sample in this study was selected using a non-probability sampling technique, namely purposive sampling. Purposive sampling was chosen with the consideration that the respondents involved in the study were students who had experience buying at Faste Coffee, so that the data obtained was more relevant to the purpose of the study.

The determination of the number of samples refers to the rule of *thumb* proposed by Hair, Black, Babin, and Anderson (2014). These guidelines are commonly used for studies with multivariate analyses (such as regression analyses) where the population number is unknown. Hair *et al.* (2014) suggested a minimum ratio of 10 respondents for each indicator item (question) in the questionnaire. In this study, the "formula" or calculation rules used are as in equation 1.

$$\text{Minimum Sample Count} = \text{Total Indicators} \times 10 \quad (1)$$

To get the number of 150 respondents, the calculation is based on the total indicators of all research variables, namely:

1. Product Quality (X1) : 4 Indicators
2. Price (X2) : 4 Indicators
3. Brand Image (X3) : 3 Indicators
4. Purchase Decision (Y) : 4 Indicators
5. Total Indicators = 15

Based on these guidelines, the minimum sample calculation is:

$$\text{Minimum Sample Count} = 15 \text{ Indicator} \times 10 = 150 \text{ Respondent} \quad (2)$$

### Research Instruments

The main instrument used in this study was a questionnaire which was divided into four parts. The first section includes respondents' demographic questions (gender, age, education level, and frequency of Faste Coffee purchases). The second part measured respondents'

perception of the quality of Faste Coffee's products by adapting the items taken from the research (Filardi & Wijayanti, 2024) regarding the dimensions of product quality, such as taste, aroma, and consistency. The third part measures the price perceived by consumers by adapting the variables of the (Anthonio et al., 2024), including the conformity of the price with the value provided by the product. The fourth part measures the brand image of Faste Coffee in relation to respondents' perception of the brand through items adapted from Keller (2003), such as trust, satisfaction, and positive associations with the brand. Finally, the fifth section measures the purchase decisions influenced by these three variables, which will be analyzed to see how they affect product purchase decisions.

### Teknik Pengumpulan Data

Data dikumpulkan melalui penyebaran kuesioner kepada mahasiswa/i di Bandar Lampung yang menjadi konsumen Faste Coffee. Kuesioner disebar secara langsung dan melalui platform online (Google Forms) untuk menjangkau lebih banyak responden. Sebelum penyebaran kuesioner kepada responden, dilakukan uji coba (pilot test) kepada 30 responden untuk memastikan bahwa instrumen yang digunakan dapat dipahami dengan baik dan dapat mengukur variabel-variabel penelitian secara akurat. Uji coba ini juga digunakan untuk menguji reliabilitas dan validitas instrumen penelitian.

### Data Analysis Techniques

After the data is collected, the data obtained will be analyzed using descriptive statistical analysis and inferential statistical analysis. Descriptive analysis is used to describe respondents' characteristics and provide an overview of their perception of product quality, price, brand image, and purchasing decisions. To test the relationship between variables, multiple linear regression analysis was used. Multiple linear regression models are used to determine the simultaneous influence of product quality, price, and brand image on consumer purchasing decisions. Before the regression analysis is carried out, classical assumption tests, such as multicollinearity tests, heteroscedasticity tests, and normality tests, are carried out to ensure that the data are eligible for regression analysis. The results of the regression analysis will provide an idea of how much each independent variable (product quality, price, and brand image) affects the bound variable (purchase decision).

## RESULTS

### Analisis Deskriptif

The results of the descriptive analysis showed that the product quality, price, and brand image of Faste Coffee received a positive rating from respondents. The assessment can be seen in Table 2 below.

**Table 2. Results of Descriptive Analysis of Research Variables**

Variable	Product Quality	Price	Brand Image	Purchase Decision
<b>N</b>	167	167	167	167
<b>Mean</b>	4.21	3.49	3.96	3.89
<b>Median</b>	4.00	4.00	4.00	4.00
<b>Mode</b>	4	4	4	4
<b>Std. Deviation</b>	0.638	0.620	0.648	0.874
<b>Minimum</b>	3	2	2	1
<b>Maximum</b>	5	5	5	5

Based on Table 2, it can be seen that the product quality received a mean value of 4.21, which shows that respondents generally feel very satisfied with the quality of Faste Coffee products, especially regarding taste and aroma. The price has an average value of 3.49, which indicates that most respondents feel that the price of Faste Coffee's products is quite affordable, despite the differences of opinion between them. The brand image received an average score of 3.96, which indicates that the majority of respondents have a positive perception of the Faste Coffee brand, and this is consistent with the results of previous research on the influence of brand image on purchasing decisions (Novianto et al., 2024). The purchase decision had an average value of 3.89, which indicates that respondents are more likely to purchase Faste Coffee products, with the main considerations on product quality, price, and brand image. The relatively low Standard Deviation values for product quality (0.638), price (0.620), and brand image (0.648) indicate that most respondents have a uniform perception of these factors, although there is slight variation.

### Results of Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to measure the simultaneous influence of three independent variables, namely product quality, price, and brand image, on consumer purchasing decisions at Faste Coffee. Multiple linear regression was chosen because this method allows researchers to test the relationships between several independent variables simultaneously and measure how much influence each variable has on the dependent variables. The results of multiple linear regression analysis are presented in Table 3, which shows that these three factors have a significant influence on consumer purchasing decisions.

**Table 3. Multiple Linear Regression Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig. F Change
Model 1 (Brand Image, Price, Product Quality)	0.927	0.860	0.858	0.330	< 0.001

Based on Table 3, an R value of 0.927 indicates that there is a very strong relationship between the three independent variables (product quality, price, and brand image) and the dependent variable (purchase decision). This indicates that these three factors as a whole have a great influence on consumer purchasing decisions. In addition, the R Square value of 0.860 indicates that 86% of the variation in purchase decisions can be explained by these three factors, which confirms that product quality, price, and brand image are the main factors influencing the purchase decisions of Faste Coffee consumers.

Furthermore, the Adjusted R Square of 0.858 shows that the regression model used still has a high match even after taking into account the number of variables tested. This value indicates that this regression model can be applied well to illustrate the relationship between product quality, price, and brand image with consumer purchasing decisions, taking into account the characteristics of the sample used.

The Std. Error of the Estimate value of 0.330 indicates that the model's prediction error on the value of consumer purchasing decisions is relatively small. This indicates that this regression model can provide fairly accurate predictions of purchase decisions based on existing data. The very small Sig. F Change results ( $p < 0.001$ ) showed that the regression model used was statistically significant. This means that product quality, price, and brand image simultaneously affect consumer purchase decisions. This value confirms that the three variables tested make a significant contribution in influencing the purchase decision of Faste Coffee consumers.

## ANOVA

The ANOVA test is used to test the significance of the regression model as a whole. Based on the results presented in Table 4, it is known that the regression model used is very significant, with a Sig. value of  $< 0.001$ . This value shows that the variables of product quality, price, and brand image simultaneously have a significant effect on consumers' purchasing decisions at Faste Coffee. In this context, the regression model used is acceptable because a very small p-value (smaller than 0.05) indicates that all the variables tested make a significant contribution in influencing the purchase decision.

**Table 4. ANOVA Results**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	109.092	3	36.364	334.000	$< 0.001$
Residual	17.746	163	0.109		
Total	126.838	166			

With the Sum of Squares result for regression of 109,092, which is much larger than the Sum of Squares for residual (17,746), it can be concluded that the variables included in the regression model contribute significantly greater to the variation in purchasing decisions compared to the variations that the model cannot explain. This shows that product quality, price, and brand image have a strong relationship with consumer purchasing decisions. An F-value of 334,000 with a p-value of  $< 0.001$  indicates that the overall regression model is very significant, which corroborates that the three independent variables have a huge influence on consumer purchasing decisions at Faste Coffee. This ANOVA test provides clear evidence that the constructed model can be used to explain the influence of the factors tested in this study.

## Regression Coefficients

The results of the regression coefficient analysis are presented in Table 5, which shows the coefficient values for each independent variable (product quality, price, and brand image). Based on these results, it can be seen that all independent variables have a positive and significant influence on purchasing decisions. This shows that each of these factors has a strong contribution in determining whether consumers will buy Faste Coffee products or not.

**Table 5. Regression Coefficients**

Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
Constant	-2.390	0.202		-11.834	$< 0.001$
Kualitas Produk	0.617	0.052	0.450	11.936	$< 0.001$
Harga	0.513	0.046	0.363	11.075	$< 0.001$
Citra Merek	0.477	0.055	0.354	8.668	$< 0.001$

A constant value of -2,390 indicates that if product quality, price, and brand image have no effect (zero value), then the purchase decision will be at a negative number that is not practically acceptable. However, this value only serves as a starting point in the regression model and has no direct influence on the purchase decision. Product Quality (B = 0.617): A coefficient of 0.617 indicates that product quality has a positive effect on purchasing decisions. Any one-unit improvement in product quality (such as taste, aroma, or consistency of coffee) will increase a purchase decision by 0.617. This confirms that consumers are more likely to buy products of better quality, which is a finding consistent with research by Darmayanti & Aminah (2023).

Price ( $B = 0.513$ ): The coefficient for price is 0.513, which means that price also has a positive influence on the purchase decision. Any increase of one unit in the price of the product will increase the purchase decision by 0.513, assuming that the price offered is considered to be in accordance with the quality of the product. This shows that even though price is important, consumers still take into account the quality of the product in deciding to buy. Brand Image ( $B = 0.477$ ): Faste Coffee's brand image has a coefficient of 0.477, which indicates that brand image plays a significant role in purchasing decisions. Every single unit increase in brand image will increase the purchase decision by 0.477. This shows the importance of building a positive brand image, which increases consumer trust and loyalty to the brand. A strong brand image often serves as a quality signal that convinces consumers to buy a product (Anthonio et al., 2024).

### Collinearity Test

The collinearity test is used to check for the presence of too strong relationships between independent variables, which can affect the validity of the regression model. Based on Table 6, the results of the collinearity test show that there is no multicollinearity problem between product quality, price, and brand image.

**Table 6. Collinearity Test Results**

Variable	Tolerance	VIF
Product Quality	0.603	1.659
Price	0.797	1.254
Brand Image	0.515	1.942

The high Tolerance value and low VIF (Variance Inflation Factor) indicate that there is no significant multicollinearity between the independent variables tested. A tolerance higher than 0.1 and a VIF lower than 10 indicate that all three variables (product quality, price, and brand image) can be used in the regression model in the absence of interference due to too high correlation between them. This ensures that each independent variable makes a unique and significant contribution in explaining the variation in purchasing decisions.

### The Influence of Product Quality on Purchase Decisions

The results of the analysis showed that product quality had a significant positive influence on consumer purchase decisions, with a coefficient of 0.617 and a p value of  $< 0.001$ . These findings support Hypothesis 1 ( $H_1$ ), which proposes that product quality affects purchasing decisions. Product quality, especially the taste and aroma of coffee, has proven to be the main factor influencing consumers in deciding to buy Faste Coffee products. Consumers tend to choose products that have high quality because they feel that the value provided is in accordance with the price paid. This study confirms the findings from Vera Maria et al. (2024), which show that product quality is an important factor in building loyalty and improving purchasing decisions. Therefore, Faste Coffee managers are advised to continue to maintain and improve the quality of their products to strengthen their appeal in the market.

### The Influence of Price on Purchase Decisions

Price also has a positive effect on consumer purchase decisions, with a coefficient of 0.513 and a p value of  $< 0.001$ . These results support Hypothesis 2 ( $H_2$ ) which states that price affects purchasing decisions. This shows that competitive prices are very important, especially for consumers who have limited budgets, such as college students. Respondents in this study felt that the price of Faste Coffee was in line with the quality received, which made them more likely to make purchases more often. These findings are in line with research by Johan et al. (2023), which states that reasonable prices and comparable to quality can drive consumer purchasing

decisions. Faste Coffee needs to ensure that the prices offered remain competitive, especially in a market dominated by students on a budget.

### **The Influence of Brand Image on Purchase Decisions**

Faste Coffee's brand image has a significant positive influence on purchasing decisions, with a coefficient of 0.477 and a p value of  $< 0.001$ . These findings support Hypothesis 3 ( $H_3$ ) which states that brand image has an effect on purchasing decisions. Respondents who have a positive brand image towards Faste Coffee are more likely to buy the product back. A strong brand image increases consumers' confidence in choosing products, as they associate brands with good quality and positive experiences. This research is in line with the findings of Febriyanti (2023), which shows that a positive brand image can strengthen purchasing decisions. Therefore, Faste Coffee managers must further develop and utilize a strong brand image, both through product quality and consumer experience obtained through interactions on social media and in the café itself.

### **The Relationship between Product Quality, Price, and Brand Image**

Overall, the results of the regression analysis show that product quality, price, and brand image simultaneously have a significant influence on purchasing decisions. These three factors interact with each other and complement each other in influencing consumers' decisions to buy Faste Coffee products. These results show that Faste Coffee managers must maintain a balance between these three factors to attract consumers and increase their loyalty. While product quality and competitive prices are very important foundations, a good brand image is a supporting element that increases consumer trust and interest in buying products repeatedly.

## **CONCLUSION**

Based on the results of the research that has been conducted, it can be concluded that product quality, price, and brand image have a significant influence on consumer purchasing decisions at Faste Coffee. All of the independent variables tested, i.e. product quality, price, and brand image, simultaneously had a positive effect on consumer purchasing decisions, confirming that these three factors play an important role in attracting attention and influencing consumer purchasing behavior. The results of multiple linear regression showed that product quality had the most influence, followed by price and brand image. Therefore, Faste Coffee managers are advised to continue to maintain product quality, offer competitive prices, and strengthen brand image through positive experiences created on social media and directly at the café. This research makes an important contribution to Faste Coffee's marketing strategy, particularly in strengthening their position in the local coffee market, with a focus on young consumers, especially college students. Improving product quality, reasonable prices, and a positive brand image will be a major factor in increasing consumer loyalty and purchasing decisions.

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