

## **ANALIZING THE FACTORS THAT DETERMINE CONSUMER PURCHASE DECISIONS : THE EFFECTS OF PRICE PERCEPTION, BRAND IMAGE AND WORD OF MOUTH AT KOPI KENANGAN MADIUN**

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### **ABSTRACT**

The expansion of the coffee industry's market size in Indonesia is projected to continuously increase, resulting in the emergence of many coffee shops, one of which is the Kopi Kenangan brand. Kopi Kenangan is one of the favorite coffee shops for Indonesian people. In 2025, Kopi Kenangan reported operating more than 1,000 outlets domestically and 100 outlets abroad. This proves that Kopi Kenangan has penetrated the global market and become a favorite coffee shop with a strong brand image. In the second quarter of 2024, Kopi Kenangan experienced a sales increase of 27% contrasted to the previous year. This phenomenon reflects Kopi Kenangan's success in directly attracting consumer interest, thus influencing consumer purchase decisions. The objective of this study is to investigate the partial effect of price perception, brand image, and word of mouth (WOM) on the purchase decision at Kopi Kenangan Madiun Branch Outlet Cokroaminoto. This study employed a quantitative approach by sharing questionnaires to 100 respondents who meet the criteria of being at least 17 years old and having purchased Kopi Kenangan Outlet Cokroaminoto at least once. The data analysis method employed is purposive sampling. Data analysis was accomplished using multiple regression analysis and partial hypothesis testing (t-test) through SPSS version 20 software. The outcomes present a significant and positive partial effect of the variables price perception, brand image, and WOM on the purchase decision.

Keywords : Price Perception; Brand Image; Word Of Mouth; Purchase Decision

### **ABSTRAK**

*Perkembangan market size industri kopi di Indonesia yang diproyeksikan akan terus mengalami peningkatan sehingga berdampak pada munculnya banyak kedai kopi di Indonesia salah satunya brand Kopi Kenangan. Kopi Kenangan merupakan salah satu kedai favorit masyarakat Indonesia. Pada tahun 2025 Kopi Kenangan mencatat telah mengoperasikan lebih dari 1.000 gerai di dalam negeri dan 100 gerai di luar negeri. Hal ini membuktikan bahwa Kopi Kenangan telah menembus pasar global dan menjadi kedai kopi favorit yang memiliki citra merek yang kuat. Kuartal II tahun 2024 Kopi Kenangan mengalami peningkatan penjualan sebesar 27% dibandingkan dengan tahun sebelumnya. Fenomena ini mencerminkan bahwa Kopi Kenangan berhasil dalam menarik minat konsumen secara langsung sehingga memberi pengaruh dalam keputusan pembelian konsumen. Penelitian ini ditujukan untuk melaksanakan analisis terkait pengaruh persepsi harga, citra merek, dan word of mouth (WOM) secara parsial terhadap keputusan pembelian Kopi Kenangan Cabang Madiun Outlet Cokroaminoto. Pada penelitian ini, pendekatan dilaksanakan secara kuantitatif melalui pembagian kuisioner pada 100 responden dengan ciri berumur setidaknya 17 tahun, serta pernah melaksanakan pembelian Kopi Kenangan Outlet Cokroaminoto minimal satu kali. Teknik analisis data yang dipergunakan yaitu purposive sampling. Analisis data dilaksanakan menggunakan analisis regresi berganda serta uji hipotesis parsial (t) memakai perangkat lunak SPSS versi 20. Hasil studi ini memperlihatkan adanya pengaruh signifikan sekaligus positif variable persepsi harga, citra merek, serta WOM secara parsial terhadap Keputusan pembelian.*

*Kata kunci : Persepsi Harga; Citra Merek; Word Of Mouth; Keputusan Pembelian*

## INTRODUCTION

After Brazil, Vietnam, and Colombia, Indonesia is the world's 4<sup>th</sup> largest coffee's producer with production reaching 10.7 million bags in 2024/2025 (GoodStats, 2023). As one of the flagship products of the plantation subsector, coffee has great potential (Andriani & Meliana, 2022) to positively affect the Indonesian economy (United States Department of Agriculture, 2024). Information gathered from the Central Bureau of Statistics (2024) shows that coffee consumption among Indonesians continues to show a positive trend. Furthermore, IMARC Group 2024 projects that the market size of the coffee industry in Indonesia is expected to continue to increase until 2032.

Kopi Kenangan is one of the favorite coffee shops for Indonesians. This statement is supported by survey data from GoodStats as of September 2024 regarding coffee consumption patterns among Indonesians, based on an online survey of 1,000 respondents in Java. Furthermore, MIX.co.id (2024) states that Kopi Kenangan experienced a 27% increase in sales between the second half year of 2023 and the second half year of 2024. This phenomenon reflects the success of Kopi Kenangan in attracting consumer interest, which directly influences consumer purchasing decisions.

Purchase decision is a picking process from two or more possible options, where consumers determine the service or product to be bought based on consideration of various available alternatives (Schiffman & Wisenblit, 2015:485). Recognizing needs, gathering information, weighing options, and making a decision are the first steps in the process in the purchase action and post-purchase behavior. According to Tarigan and Nainggolan (2022), making decisions process when making a purchase, a rational process for consumers. This rational process reflects consumers' carefulness in ensuring that the decisions they make align with their needs and expectations. This means that purchasing decisions reflect consumer actions influenced by various considerations before consumers ultimately decide to make a purchase (Leonardo and Firdausy, 2025). Purchase decisions are influenced by price perception, brand image, and word of mouth (WOM) (Nisa, 2022).

Consumer price perception is an assessment of a price, which is not merely a nominal figure but how consumers evaluate the price relative to quality, value, and other price references (Kotler & Keller, 2016:454). Price perception describes what consumers think about a price, which is a subjective assessment derived from factors, involving social comparisons, previous experiences, and psychological effects (Hemas & Cyasmoro, 2024). According to Kapirossi & Prabowo (2023), price perception takes a part in affecting a consumer's purchasing decisions.

Beside price perception, purchase decisions are also affected by brand image. Kotler & Keller (2016:282) state that brand image is consumers' beliefs about a brand, encompassing

associations, emotions, and experiences related to that brand. Brand image is one of the important aspects in consumer behavior because it is related to how consumers perceive, evaluate, and feel about a brand. According to Nisa (2022), brand image takes a part in influencing a consumer's purchase decision. This condition occurs because brand image shapes consumers' perceptions of the quality, excellence, and uniqueness of a service or product. A strong brand image fosters a high level of consumer trust and confidence, thereby encouraging consumers to make purchasing decisions.

The next factor influencing purchasing decisions is word of mouth (WOM). Kotler & Keller (2016:566-567) define WOM as an activity where consumers share details about services or products with other consumers, either directly or thru other media. Furthermore, Fahreza & Siahaan (2022) reveal that word of mouth is one of the most trusted forms of communication by consumers because customer experiences or recommendations from others are considered more honest than advertized commercials. Positive WOM will affect consumers to form purchasing decisions.

This research is very interesting to conduct because there are still inconsistencies in the results regarding the influence of price perception variables on purchasing decisions. Kapirossi & Prabowo (2023) found different results from Nisa (2022), who stated that price perception has a positive but not significant influence on purchasing decisions. This condition occurred because the price offered by Kopi Kenangan was considered to meet consumer expectations. In areas like Jakarta, where the income level of the population is relatively high, a price perception of IDR 18,000 is still considered affordable for consumers, particularly in the coffee product market segment like Janji Jiwa. Thus, consumers exhibit price inelasticity, where price perception does not influence their purchasing decisions significantly. Furthermore, inconsistency in outcomes also occurred in the study by Linawati & Ns (2024), which found different results compared to the study by Putra & Talumantak (2022), which found that brand image did not significantly affect purchasing decisions. This condition occurs because consumer preferences in Jakarta vary when making purchasing decisions. Additionally, they tend to be rational in their purchasing decisions. Therefore, the brand image of Kopi Kenangan is unable to drive consumer purchasing decisions. The inconsistency of these findings suggests there is room for further research to reexamine the factors influencing purchasing decisions.

## **LITERATUR REVIEW AND HYPOTHESIS DEVELOPMENT**

### **Price Perception**

Price perception is defined by Kotler & Armstrong (2018:314) as consumer opinion that refers not only to the nominal amount paid by consumers, but more to how consumers interpret that price in relation to perceived value, quality, and fairness. Furthermore, Hemas & Cyasmoro

(2024) define it as a consumer's assessment of product price, reflecting affordability, price suitability with the money consumers have, and the ability of the price to compete with other products. Meanwhile, Kotler & Keller (2016:314) define price perception as how consumers interpret the price, whether they consider it high, low, fair, or unfair, in relation to the perceived value and not just the amount of money paid. From the explanations provided, it able to be stated that price perception is not merely a number displayed on a product, but rather how consumers interpret that price as a representation of perceived value, quality, and benefits. Price perception is formed thru experience and social context, which influences consumers' assessment of whether a price is considered fair, beneficial, or detrimental.

Price perception takes a part in affecting consumer purchasing decisions. Price perception emphasizes how consumers evaluate products based on the offered price. If consumers have a positive perception of price, they are more likely to make a purchase decision. In this case, a positive price perception is considered fair and consistent with quality. However, if consumers perceive the price negatively, they will not make a purchase decision (Kotler & Keller, 2016:452).

Kotler & Armstrong (2013:280) state that the indicators for measuring price perception are as follows: (1) Price Affordability; (2) Price that is within one's means or competitive; (3) Price that is consistent with product quality; (4) Price that is consistent with its benefits.

### **Brand Image**

Firmansyah (2019:60) defines brand image as a form of perception in the consumers' minds when they recall a brand of a specific service or product. Furthermore, Kotler & Keller (2016:315) determine brand image as a set of ideas, impressions, and beliefs that a person detains about a brand. Meanwhile, Schiffman & Wisenblit (2015:137) define brand image as a collection of perceptions that are ingrained in consumers' minds about a brand, and these perceptions influence their attitudes and behaviors in the purchasing process. From the explanation that has been outlined, it able to be stated that brand image is a representation of consumer perceptions formed from beliefs, experiences, knowledge, and impressions of a brand, which ultimately affects attitudes and purchasing behavior.

Kotler & Keller (2016:315-326) explain that a strong brand image will increase consumer trust and encourage consumers to make purchasing decisions more quickly. Meanwhile, the brand image's dimensions measurement are: (1) Brand association's strength; (2) brand association's favorability; (3) Brand association's uniqueness.

### **Word Of Mouth**

Firmansyah (2020:297) defines word of mouth (WOM) as a process of communication of recommendations regarding products or services that is done personally, by individuals or

groups, and serves as a means of conveying information to others. Furthermore, Kotler & Keller (2016:566-567) define word-of-mouth as the activity where consumers convey details about products or services to other consumers, both directly and naturally. Furthermore, Kotler & Keller (2016:645-650) state that WOM is one form of consumer-to-consumer communication that has a strong influence on purchasing decisions. The effect of WOM is very strong because information from other consumers is considered more trustworthy compared to company advertisements or promotions. Furthermore, WOM is informal communication that occurs between consumers regarding a product. Referring to the previous explanation, it able to be stated that WOM is a communication process involving personal recommendations and information exchange about products or services, both between individuals and groups, in order to affect the perceptions and decisions of other consumers.

The characteristics of WOM according to Hasan (2010:34) are as follows: (1) Valence; (2) Focus; (3) Timing; (4) Solicitation; (5) Intervention. According to Hasan (2010:33), the dimensions of word-of-mouth are as follows: (1) Brand-related information; (2) Brand recommendations; (3) Social conversations about the brand; (4) Consumer experiences with the brand.

### **Purchase Decision**

Arazzi & Handayani (2025) define purchase decision as one aspect of consumer behavior, which begins when a consumer becomes aware of a problem and ends with a decision where the consumer actually makes a purchase. Wulandari & Mulyanto (2024:9) define purchase decisions as the mental and physical process undertaken by consumers to select and purchase specific products or services. Furthermore, Vania & Handayani (2024) define purchase decisions as a component of consumer behavior that involves a process where consumers recognize their needs, seek information, and choose products and services that guide to a purchase decision with the goal of fulfilling consumer needs and desires. From the several definitions that have been outlined, it able to be stated that purchase decision-making is a stage that consumers go thru, starting from problem recognition to post-purchase behavior, based on preferences for brand, quality, price, and product to encounter consumer desires and needs.

Here are the buying decision's stages according to Kotler & Keller (2016:195-198): (1) Problem Recognition; (2) Information Search; (3) Alternative Evaluation; (4) Purchase Decision; (5) Post-Purchase Behavior

## **RESEARCH METHODS**

Method is a method of work that can be used to obtain something. While the research method can be interpreted as a work procedure in the research process, both in searching for data or disclosing existing phenomena (Zulkarnaen, W., Amin, N. N., 2018). This research

discusses causal relationships using quantitative methods. Sugiyono (2023) defines causal research as a cause-and-effect relationship that examines the relationship between 2 or more variables, resulting in two types of variables: dependent variables (the affected variables) and independent variables (the influencing variables). Additionally, quantitative research methods involve studying a specific population or sample based on positivist ideology.

### **Population and Sample**

In this research, the population consists of all consumers who have ever made a purchase from Kopi Kenangan Madiun Branch, Madiun Outlet. Researchers used purposive sampling techniques in selecting the sample, with the selection criteria being as follows:

1. Consumers who have made at least one purchase from Kopi Kenangan Madiun Branch Outlet Cokroaminoto.
2. At least 17 years old.

The formula from Ariestonandri (2006:94) was used to calculate the sample size for this investigation. Based on the computation, 100 respondents made up the study's sample size.

### **Data Collection Techniques**

This research uses questionnaires as primary data. Derived from Sugiyono (2023:199), a questionnaire is a data collection method held by providing a set of written statements or questions to respondents for them to response. The questionnaire distributed consisted of a list of statements regarding price perception, brand image, and WOM influence on purchasing decisions.

### **Data Analysis Techniques**

The analysis technique employed in this study is multiple linear regression analysis. This analysis technique is employed to estimate the strength of the effect between 2 or more variables, and also to present the direction of the dependent variable's influence on the independent variable (Ghozali, 2021:8).

## **RESEARCH RESULTS AND DISCUSSION**

### **Description of Respondent Characteristics**

In this research, the majority of respondents in the gender category indicated that 71% were female. Derived from the age, 81% of respondents were between 17 and 23 years old. Based on domicile, the results show that 55% of respondents reside in Madiun City. Based on the respondents' type of work, the results show that 54% are employed as students. Next, based on pocket money or income, it shows that 37% have pocket money or income of  $\leq$  Rp 1,000,000.

### **Validity Test**

Derived from the outcomes of the tests conducted, it is studied that all statement items for each variable of price perception (X1), brand image (X2), word of mouth (X3), and purchase

decision (Y) have results greater than  $r_{table}$  0.1654. From all those statements, it shows that  $r_{calculated} > r_{table}$ , so all statement items can be said to meet the validity requirements.

### **Reliability Test**

The reliability test outcomes for the price perception variable (X1), brand image (X2), word of mouth (X3), and purchase decision (Y) show that the calculated alpha value for each variable  $>$  Cronbach's alpha of 0.70. Thus, it able to be said that all instruments in this research are reliable.

### **Classical Assumption**

#### **Test Normality**

Test Normality assessing in this research employed Kolmogorov-Smirnov, which concluded that the data followed a normal distribution if  $sig > 0.05$ . The significance level of the normality test results in this research is 0.323, so it can be said that the dependent and independent variables are distributed normally.

#### **Multicollinearity Test**

The multicollinearity test in this study was conducted by determining the Variance Inflation Factor (VIF) and tolerance values. The cutoff value employed to determine the multicollinearity presence is a tolerance value  $\geq 0.10$  or equal to  $VIF < 10$ . In this study, the VIF values were found to be 1.540 for the price perception variable ( $1.540 < 10$ ), 1.120 for the brand image variable ( $1.095 < 10$ ), and 1.669 for the word-of-mouth variable ( $1.695 < 10$ ). The tolerance values were 0.649 for the price perception variable ( $0.0649 \geq 0.10$ ), 0.893 for the brand image variable ( $0.893 \geq 0.10$ ), and 0.599 for the WOM variable ( $0.599 \geq 0.10$ ). It able to be stated that the regression model does not exhibit multicollinearity issues.

#### **Heteroskedasticity Test**

The heteroscedasticity test tends to examine whether in the regression model, there is unequal variance of residuals from one study to other. The Glejser test in this study proposes the absolute residual (Abs) value against other independent variables. If the significance value is  $> 0.05$ , then the regression model does not exhibit heteroskedasticity. Based on the research findings, no symptoms of heteroskedasticity were found because the significance values for the price perception variable were  $0.077 > 0.05$ , brand image was  $0.890 > 0.05$ , and word of mouth was  $0.129 > 0.05$ .

### **Multiple Linear Regression Analysis**

This analysis is employed to establish how much the independent variables influence the dependent variable. Here is the formulation of the outcomes of the multiple linear regression test.

$$Y = -0,286 + 0,473X_1 + 0,223X_2 + 0,342X_3$$

- a. Constant Value Of -0.286 And A Negative Value Means That When The Price Perception Variable (X1), Brand Image (X2), And Word Of Mouth (X3) Are Constant At Zero (0), The Purchase Decision Variable (Y) Is -0.286.
- b. The Coefficient Value For The Price Perception Variable (X1) Is Positive At 0.473, Showing That If The Price Perception Variable Escalates By One Unit, Assuming The Brand Image And Word-Of-Mouth Variables Remain Constant, The Purchase Decision Variable (Y) Will Increase By 0.473 Units.
- c. The Coefficient Value For The Brand Image Variable (X2) Is Positive At 0.223, Showing That If The Brand Image Variable Escalates By One Unit, Assuming The Price Perception And Word-Of-Mouth Variables Remain Constant, The Purchase Decision Variable (Y) Will Increase By 0.223 Units.
- d. The Coefficient Value For The Word-Of-Mouth Variable (X3) Is Positive At 0.342, Showing That If The Word-Of-Mouth Variable Escalates By One Unit, Assuming The Price Perception And Brand Image Variables Remain Constant, The Purchase Decision Variable (Y) Will Increase By 0.342 Units.

#### **Coefficient of Determination (R<sup>2</sup>)**

The coefficient of determination (R<sup>2</sup>) test is employed to estimate how great the model describes the variation in the dependent variable. If the R<sup>2</sup> value is small, it indicates the independent variables capability to describe the variation in the dependent variable is very limited. Derived from the research, the adjusted R-squared value is 0.589 or 58.9%. This indicates that 58.9% of the purchase decision variable able to be described by the independent variables, namely price perception (X1), brand image (X2), and word of mouth (X3). The remaining 41.1% (100% - 58.9%) is affected by another variables that not involved in this study.

#### **Partial Test (t)**

The t-test tends to establish the affect of each independent variable on the dependent variable. This test is conducted using a one-tailed test with a significance level of 0.05 or 5%. This test is performed by comparing the measured t-value (t-count) with the critical t-value (t-table) at  $\alpha = 5\%$  using the formula  $df = n - k$ , where k is the independent variables number and n is the sample size.

- a. Purchase decisions are positively and significantly influenced by the price perception variable, as shown in Table 4.18 which presents the t-test outcomes. The measured t-value > the t-table value ( $5.222 > 1.66071$ ) with a significance level of 0.000 ( $0.000 < 0.05$ ), supporting this test. The result is that H0 is rejected and H1 is accepted, showing that purchase decisions increase with price perception. Therefore, the higher the level of consumer awareness and

understanding of price perception with the quality and benefits obtained, the greater the consumer's tendency to form a purchase decision for a service or product. In other words, consumers of Kopi Kenangan Madiun Branch agree that when coffee prices are competitive with other coffee shops, it will drive a consumer's purchase decision.

- b. Purchase decisions are positively and significantly affected by the brand image variable, as shown in Table 4.18 which presents the t-test outcomes. The measured t-value  $>$  the t-table value ( $2.033 > 1.66071$ ) with a significance level of 0.045 ( $0.045 < 0.05$ ), supporting this test. The result is that  $H_0$  is rejected and  $H_2$  is accepted, indicating that purchase decisions increase.
- c. Purchase decisions are positively and significantly affected by the word-of-mouth variable, as shown in Table 4.18, which presents the t-test results. The measured t-value  $>$  the critical t-value ( $4.750 > 1.66071$ ), with a significance level of 0.000 ( $0.000 < 0.05$ ), supporting this test. The outcomes showed that  $H_0$  was rejected and  $H_3$  was accepted, indicating that purchase decisions increased with word of mouth. Therefore, WOM can have a real impact on driving purchasing decisions.

### CONCLUSION

Derived from the analysis and discussion in this research, the following conclusions able to be drawn:

1. The price perception variable has a significant and positive effect on the purchase decision variable. This means that the more positive the price perception, the greater the consumer's purchase decision, so  $H_1$  is accepted.
2. The brand image variable has a significant and positive effect on the purchase decision variable. This means that the more trustworthy the brand image, the greater the consumer's purchase decision, so  $H_2$  is accepted.
3. The word-of-mouth variable has a significant and positive effect on the purchase decision variable. This means that the more positive the word of mouth, the greater the consumer purchase decision, thus  $H_3$  is accepted.

### Implications

All variables in the study have a significant impact on the purchase decision of Kopi Kenangan Madiun Branch Cokroaminoto Outlet, so the company needs to consider marketing strategies to focus more on promotions that align with the preferences and needs of potential customers. The company can strengthen price-related promotions, develop innovations to maintain brand image, and maintain product and service quality to continue generating positive word-of-mouth, thereby influencing consumer purchase decisions.

### Limitations

In this research, a limitation was found: the coefficient of determination ( $R^2$ ) had a value of 58.9%, with the remaining 41.1%. This means that not only price perception, brand image, and WOM variables influence purchasing decisions, but there are other variables that also affect purchasing decisions that were not included in this research.

### Suggestions

Derived from the limitations mentioned above, the following suggestions able to be stated. Further research is anticipated to include other variables that are estimated to influence purchasing decisions, such as location (Hemas & Cyasmoro, 2024), product quality (Kapirossi & Prabowo, 2023), and service quality (Tarigan & Nainggolan, 2022).

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## TABLE AND FIGURE

Table 1 Price Perception Measurement Indicators

Indicators	Statement Item
Price affordability	In my opinion, Kopi Kenangan products are affordably priced.
Price that is within one's means or competitive	I believe Kopi Kenangan's prices are competitive with other coffee shops.
Price that is consistent with product quality	I think the price Kopi Kenangan offers is appropriate for its quality.
Price that is consistent with its benefits.	In my opinion, the price Kopi Kenangan offers meets my expectations.

Sumber: Hemas dan Cyasmoro (2024)

Table 2 Brand Image Measurement Indicators

Indicators	Statement Item
Strength of brand association	In my opinion, the packaging of Kopi Kenangan products gives a premium impression.
	In my opinion, the quality of Kopi Kenangan products (taste) is consistent every time I buy them.
	In my opinion, Kopi Kenangan is my favorite coffee shop.
Favorable of brand association	I find the Kenangan coffee brand easier to remember compared to other coffees.
	I feel it's easy for me to say the Kenangan coffee brand.

Indicators	Statement Item
Uniqueness of brand association	I prefer Kopi Kenangan products because they have advantages that competitors don't. Kopi Kenangan offers many menu options to suit my taste.

Sumber: Nisa (2022)

Tabel 3 Word Of Mouth Measurement Indicators

Indicators	Statement Item
Brand related information	I often hear about Kopi Kenangan Madiun Branch in everyday conversations.
Brand recommendations	I often receive recommendations for Kopi Kenangan Madiun Branch from others.
Social conversations about the brand	I often hear Kopi Kenangan Madiun Branch being discussed by family, friends, or other people.
Consumer experiences with the brand	I often hear Kopi Kenangan Madiun Branch being discussed by people who have tried it or are about to try it.

Sumber: Teedkk (2020)

Tabel 4 Purchase Decision Measurement Indicators

Indicators	Statement Item
Problem Recognition	I decided to buy Kopi Kenangan products according to my preferences.
Information Search	I obtained information about Kopi Kenangan from social media, family, friends, or word of mouth.
Alternative Evaluation	I bought Kopi Kenangan products because their quality is better than other similar products.
Purchase Decision	I decided to buy Kopi Kenangan products because of their delicious taste.
Post Purchase Behavior	I am satisfied with the products and service at Kopi Kenangan and will recommend it to my friends.

Sumber: Hemas dan Cyasmoro (2024)