

Kopi Kenangan Buying Interest Analysis Of Gen Z In Medan City

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ABSTRACT

The phenomenon of high public Buying Interest in Kopi Kenangan in Indonesia, the existence of Kopi Kenangan Brand Ambassador from among artists, the quality of the coffee flavor that is liked by many people, and affordable prices, as well as the results of previous research motivate this research. The purpose of the study was to determine the effect of Brand Ambassador, Product Quality, and Price on Consumer Buying Interest in Kopi Kenangan in Medan City. This type of research uses quantitative descriptive research. The research population that will be used in the study are all consumers who purchase Kopi Kenangan in Medan City, the number of which is not known with certainty. The sample amounted to 100 respondents. The sampling technique used in this study was the Accidental Sampling technique. The data analysis method used is Multiple Linear Regression Analysis. The results of partial hypothesis testing show that Brand Ambassador ($2.191 > 1.984$) and Price ($3.368 > 1.984$) have a positive and significant effect on Buying Interest. The results of partial hypothesis testing show that Product Quality ($-0.150 < 1.984$) has negative effect and is not significant to Buying Interest. The results of simultaneous hypothesis testing show that Brand Ambassador, Product Quality, and Price ($14.981 > 2.70$) have a positive and significant effect on Buying Interest.

Keywords: Brand Ambassador, Product Quality, Price, Buying Interest

INTRODUCTION

Currently, businesses in the culinary field are the main attraction for business people in Indonesia, especially among the younger generation now, because this business has great income potential. (Prayoga & Mulyandi, 2020) One of the businesses in demand is the coffee shop business or Coffee Shop which is growing in Indonesia. Coffee shops often attract attention with unique interior designs that create a comfortable environment and invite visitors to enjoy coffee while enjoying snacks and chatting. (Jeremias et al., 2022). With the existence of the coffee business in Indonesia, many well-known Coffee Shops in Indonesia have emerged, one of which is Kopi Kenangan, which has succeeded in expanding its footprint with the establishment of many branches throughout Indonesia which was founded in 2017 which has covered more than 800 outlets in various cities, one of which is the city of Medan which has 24 Kopi Kenangan outlet branches. (<https://kopikenangan.com/outlets>). Their main focus is to serve and present the taste of high-quality coffee using the best coffee beans brewed with fresh local ingredients. Kopi Kenangan carries the Grab and Go concept that fits perfectly with the fast-paced modern lifestyle. With the support of Kopi Kenangan's special application, customers can easily order their favorite drinks from home without the need to come directly to the outlet. Some

of Kopi Kenangan's flagship products include Kopi Kenangan Mantan, sultan boba milk, milo dinosaur, thai tea, 100% chocolate and many more.



Figure 1. Ranking of Favorite Local Coffee Shops 2024

(Source: <https://www.instagram.com/goodstats.id>) uploaded March 2024

Based on Figure 1, which is quoted from social media goodstats, id, Kopi Kenangan is in the first ranking position at 37%, followed by Kopi Janji Jiwa, Point Coffee, Fore Coffee, Excelso, Kopi Soe, Kopi Kulo, and others. Kopi Kenangan achieved the first rank as the most chosen brand by consumers in the Indonesians' Favorite Local Coffee Shop category. This indicates that Buying Interest in Kopi Kenangan is high in the community. Buying Interest is a consumer behavior where consumers desire to buy or choose a product based on experience in choosing, using, consuming, or even wanting a product. (Mariani & Wardhana, 2018)

Buying Interest in Kopi Kenangan is influenced by several factors, one of which is Brand Ambassador. Brand Ambassadors are important in shaping consumer perceptions and influencing Buying Interest. Brand Ambassadors are people who support a brand from various popular public figures. Apart from popular people, ordinary people can also support them, and these are more commonly called endorsements (Sintia & Riyanto, 2023). In 2022, Kopi Kenangan launched a ready-to-drink coffee product, Kopi Kenangan Hanya Untukmu, by appointing Nicholas Saputra and Isyana Sarasvati as Brand Ambassadors to improve promotion and advertising strategies because both are known as romantic, humorous, supportive, and trustworthy figures in promoting a brand (Satria, 2022). In addition, Product Quality is another factor that can influence Buying Interest. Product quality is an important factor that influences every customer's decision to buy a product. The better the quality of the product, the more consumer interest will increase who want to buy the product. (Ernawati, 2019) In addition, Price can also affect Buying Interest. Price is the most essential thing for consumers when choosing a product. According to (Nadiya & Wahyuningsih, 2020), Price is the sum of all values customers exchange for products and services. If the price is too high, the product sold will not be affordable by some target markets, and if it is too cheap, it will be difficult for businesspeople to make a profit. Therefore, pricing is the factor producers must pay the most attention to in marketing their products.

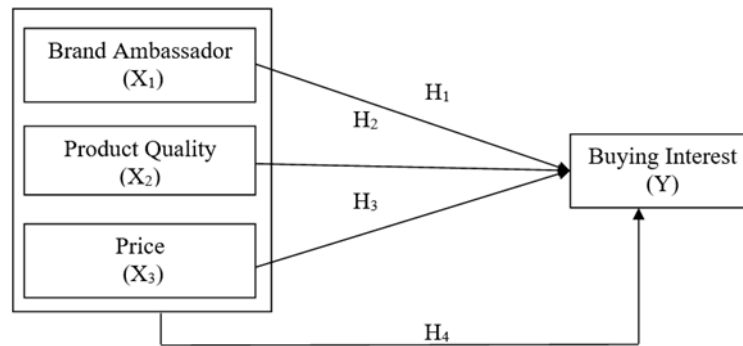


Figure 2. Conceptual Framework.

LITERATURE REVIEW

Brand Ambassador

According to (Giffari, 2020), a Brand Ambassador is someone famous who is chosen and used by a company to influence consumers to use and consume products from that company. According to Firmansyah (2019: 137) in (Sari, 2022), Brand Ambassador is a figure who has an interest in the brand which is able to anesthetize consumers to choose and even buy a product. According to Rossiter and Percy (2018: 265) in (Selfiana & Susanti, 2024), the indicators of Brand Ambassadors are Popularity (Visibility), Credibility, Attraction, Power.

Product Quality

According to Schiffman and Kanuk (2019) in (Romadon et al., 2023), Product Quality is the ability of a company to provide identity or features to each product so that consumers can recognize the product. According to Astuti Miguna and Matondang Nurhafifah (2020) in (Maryati, 2022), Product Quality is everything that we can offer by producers to be noticed, can be used, purchased and can also be consumed by consumers and producers according to certain consumer needs. According to (Qoyum, 2018), indicators of Product Quality are product quality, product characteristics or features, product size diversity.

Price

According to Indrasari (2019) in (Artameviah, 2022), Price is the amount of money that consumers have to pay to get a product. According to Kurniawan (2018: 22) in (Rezeki et al., 2022), Price is an exchange rate issued by buyers to obtain goods or services that have use value along with their services. According to Tonce and Yoseph (2022) in (Farhan et al., 2024), Indicators of Price are Price affordability, Price compatibility with product quality, Price competitiveness, Price compatibility with benefits.

Buying Interest

According to Kotler and Keller (2016: 15) in (Sandala et al., 2021), Buying Interest is a behavior that arises in response to an object that shows consumers' desire to make a purchase. According to (Irvanto & Sujana, 2020), Buying Interest is something that arises after getting stimulation from the product he sees, then the desire to buy and own it arises so that it has an impact on an action. According to Ferdinand in (Septyadi et al., 2022) Indicators of Buying Interest are Transactional Interest, Referential Interest, Preferential Interest, Exploratory Interest.

The theory of the effect of Brand Ambassador on Buying Interest

According to (Lestari, 2020) states that Brand Ambassador has a positive effect on Buying Interest in Wardah Products. This shows that the higher the level of popularity possessed by celebrities as Brand Ambassadors can influence the increase in consumer repurchase

interest.

The theory of the effect of Product Quality on Buying Interest

According to (A'yun & Fitra, 2023) states that Product Quality has a positive and significant effect on Buying Interest in Scarlett Whitening Body Lotion Products. This shows that the better the quality of the product, the consumer will feel satisfied and happy with the product and can cause consumers to always use the product and even make repurchase interest.

The theory of the effect of Price on Buying Interest

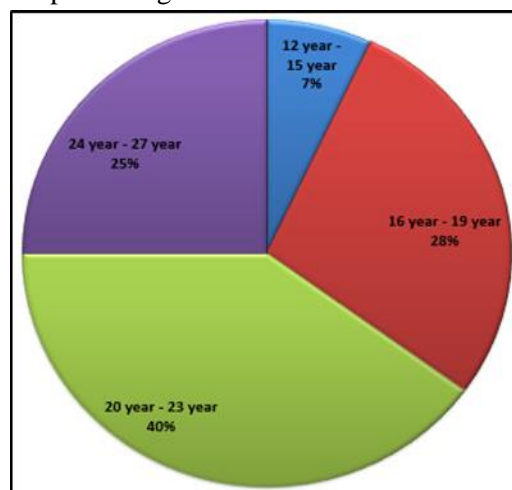
According to (Astuti, 2018) states that Price has a positive and significant effect on Buying Interest in Starbucks Coffee. This shows that if the price is determined in accordance with the customer, the more interest in repurchasing by the customer will increase.

METHODS

The research location was conducted at Kopi Kenangan in all Medan City outlets. The population to be used in the study are all consumers who purchase Kopi Kenangan in Medan City, the number of which is not known with certainty. The sample amounted to 100 respondents. The sampling technique used in this study was the Accidental Sampling Technique. Sample calculation with the Lemeshow formula approach can be used to calculate the number of samples with a total population that cannot be known with certainty. The following formula from Lemeshow is. This type of research uses quantitative descriptive research. The data analysis method used in this study was Multiple Linear Regression Analysis. Data collection techniques were carried out through interviews and questionnaires. The research data sources are primary data, which includes interviews and questionnaires, while secondary data includes journals and the internet.

RESULTS

From the results of data collection through a questionnaire, 100 respondents were obtained, where respondents were categorized based on several groups, namely based on age, education, profession, how many times they made purchases, why they were interested in consuming, and who the Kopi Kenangan Brand Ambassador was.

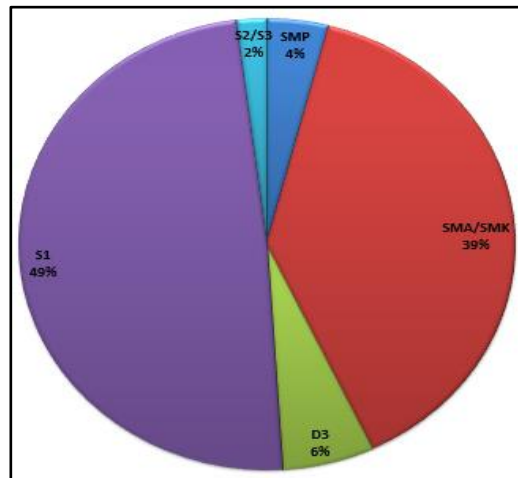


(Source; Primary data processed, 2024)

Figure 3. Profile of Respondents by Age

Based on data on the age of respondents, there are 40 people (40%) who are 20 years old - 23 years old because at this age many are already working and generating their own income and Kopi Kenangan is also aimed at Gen Z, and the lowest 7 people (7%) are

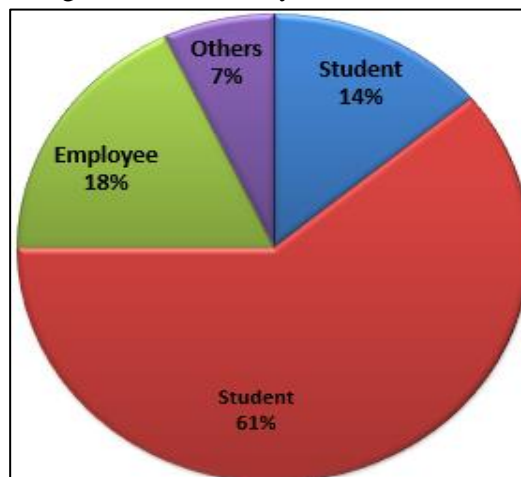
12 years old - 15 years old because at this age they are still in school so they are still limited by parents in buying drinks.



(Source; Primary data processed, 2024)

Figure 4. Profile of Respondents Based on Education

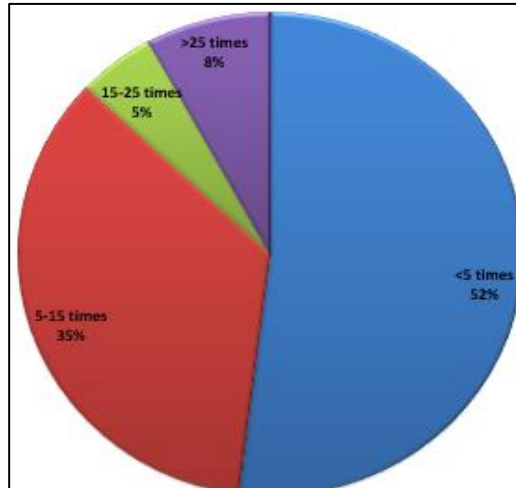
Based on the respondent's education data, 49 people (49%) are higher with an undergraduate education level because they consume Kopi Kenangan still at the same time in launching Kopi Kenangan and are well known, and 2 people (2%) are the lowest with a master's level of education because with higher education they want to maintain their own body's health.



(Source; Primary data processed, 2024)

Figure 5. Profile of Respondents by Profession

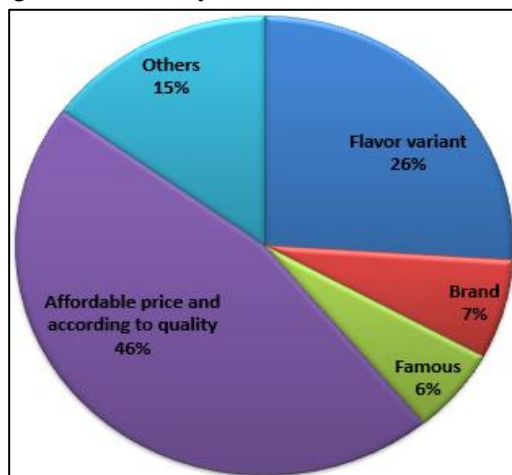
Based on the respondent's profession data, 61 people (61%) are higher with the student profession because customers already know the current trends and already have their own pocket money to buy coffee, and 7 people (7%) are the lowest with other professions because in other professions such as housewives, entrepreneurs, civil servants, and others, many have maintained their health by rarely consuming coffee.



(Source; Primary data processed, 2024)

Figure 6. Profile of Respondents Based on how many times they purchased Kopi Kenangan

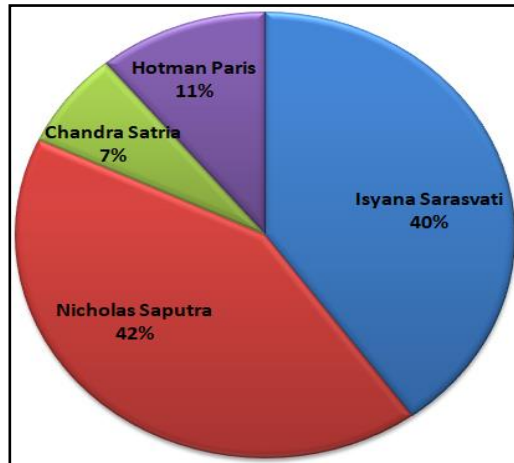
Based on the data on how many times Kopi Kenangan was purchased, 52 people (52%) were higher with purchases <5 times because in consuming coffee many only follow trends and just taste it, and 5 people (5%) were the lowest with purchases 15-25 times because people usually get tired of tasting and want to try other brands.



(Source; Primary data processed, 2024)

Figure 7. Profile of Respondents Based on why they are interested in consuming Kopi Kenangan

Based on the data on why they are interested in consuming Kopi Kenangan, 46 people (46%) are more interested because of the affordable price and according to the quality that makes many people can reach, one of which is Gen Z, and 6 people (6%) are the lowest interested because being famous is not one of the Buying Interests of a person but in price affordability.



(Source; Primary data processed, 2024)

Figure 8. Profile of Respondents Based on who the Kopi Kenangan Brand Ambassador

Based on the data on who the Kopi Kenangan Brand Ambassador is, 42 people (42%) are more familiar with Nicholas Saputra because he is known as a romantic, supportive, and trustworthy figure when carrying a brand, and 7 people (7%) are the lowest familiar with Chandra Satria because he uses the movie Sherina 2 in promoting Kopi Kenangan which rarely comes out in advertisements.

By collecting the first 30 samples, the Validity Test and Reliability Test were carried out to determine whether a questionnaire statement was valid or not and continued to test 100 samples outside of the first 30 samples.

Validity Test

The validity test aims to determine whether a questionnaire is valid or not. An indicator in the questionnaire is declared valid if the r-count value > r-table, but it is declared invalid if the r-count value < r-table in this study r-table is 0.361 and a significance level of 95% or $\alpha = 0.05$.

Table 1. Validity Test Results

Variables	Statement	r-count	r-table	Description
Brand Ambassador (X1)	Q1	0,717	0,361	Valid
	Q2	0,681	0,361	Valid
	Q3	0,791	0,361	Valid
	Q4	0,889	0,361	Valid
	Q5	0,858	0,361	Valid
	Q6	0,870	0,361	Valid
	Q7	0,752	0,361	Valid
	Q8	0,825	0,361	Valid
Product Quality (X2)	Q1	0,844	0,361	Valid
	Q2	0,911	0,361	Valid
	Q3	0,652	0,361	Valid
	Q4	0,842	0,361	Valid
	Q5	0,801	0,361	Valid
	Q6	0,858	0,361	Valid
	Q7	0,844	0,361	Valid
	Q1	0,922	0,361	Valid
	Q2	0,761	0,361	Valid

Price (X3)	Q3	0,926	0,361	Valid	
	Q4	0,910	0,361	Valid	
	Q5	0,815	0,361	Valid	
	Q6	0,944	0,361	Valid	
	Q7	0,887	0,361	Valid	
	Q8	0,890	0,361	Valid	
	Buying Interest (Y)	Q1	0,708	0,361	Valid
		Q2	0,736	0,361	Valid
Q3		0,832	0,361	Valid	
Q4		0,854	0,361	Valid	
Q5		0,893	0,361	Valid	
Q6		0,879	0,361	Valid	
Q7		0,835	0,361	Valid	
Q8		0,836	0,361	Valid	

(Source; Primary data processed, 2024)

Based on Table 1., the data above shows that each questionnaire statement of the Brand Ambassador variable, Product Quality, Price, and Buying Interest has an r-count > r- table value, so we can conclude that all variable statements used in this study are valid.

Reliability Test

Reliability test can use the Cronbach Alpha technique formula with the criteria that a variable can be declared reliable if the Cronbach Alpha value is > 0.60, but it is declared unreliable if the Cronbach Alpha value is < 0.60.

Table 2. Reliability Test Results

Variables	Cronbach Alpha	Description
Brand Ambassador (X1)	0,919	Reliable
Product Quality (X2)	0,909	Reliable
Price (X3)	0,953	Reliable
Buying Interest (Y)	0,930	Reliable

(Source; Primary data processed, 2024)

Based on Table 2., the data above shows that each statement of the Brand Ambassador variable questionnaire, Product Quality, Price, and Buying Interest meets the "reliable" criteria because each of them is above > 0.60.

Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Brand Ambassador	100	23	40	30.86	4.438
Product Quality	100	21	35	27.70	3.694
Price	100	20	40	30.67	4.675
Buying Interest	100	16	40	28.56	5.260
Valid N (listwise)	100				

(Source; Primary data processed using SPSS version 24.0, 2024)

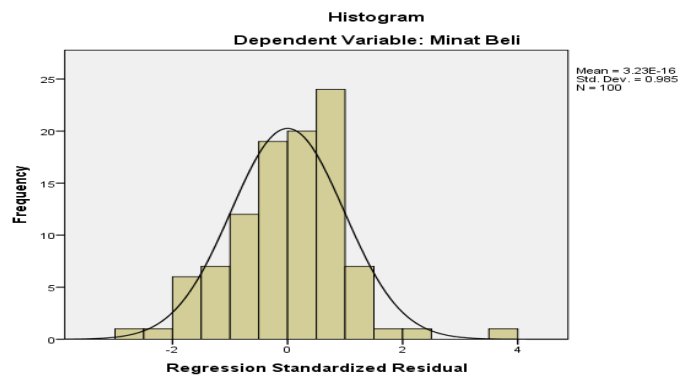
Figure 9. Descriptive Statistics

Based on Figure 9., the data above shows that Brand Ambassador has a minimum value of 23, a maximum value of 40, and a mean of 30.86 and a standard deviation of 4.438. For Product Quality has a minimum value of 21, a maximum value of 35, and a mean of

27.70 and a standard deviation of 3.694. For Price has a minimum value of 20, a maximum value of 40 and a mean of 30.67 and a standard deviation of 4.675. For Buying Interest has a minimum value of 16, a maximum value of 40 and a mean of 28.56 and a standard deviation of 5,260.

Normality Test

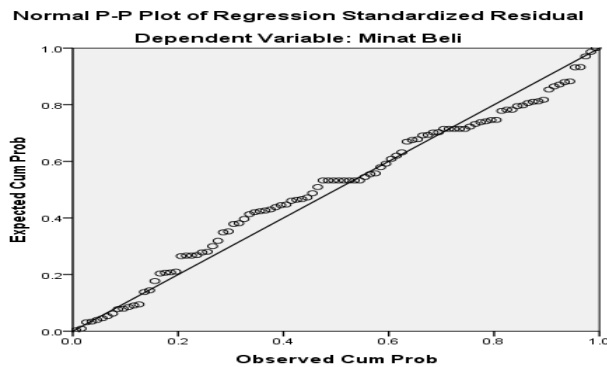
The Normality test is carried out by looking at the distribution of data on the diagonal source on the Normal Probability Plot of regression standardized residual graph or with the One sample Kolmogorov Smirnov test. The points that spread around the diagonal straight line are considered normally distributed data. The following test results can be seen on the histogram graph



(Source; Primary data processed using SPSS version 24.0, 2024)

Figure 10. Normality Test Histogram

Based on Figure 10., it shows that the curves of the processed data form a bell curve and the diagram of the data follows the shape of the normal curve line. This indicates that the data is normally distributed.



(Source; Primary data processed using SPSS version 24.0, 2024)

Figure 11. Normal Probability Plot of regression standardized residuals

Based on Figure 11., it shows that the data points spread around the diagonal line and follow the direction of the diagonal line. This shows that the data in the regression model is normally distributed.

Table 3. Kolmogrov Smirnov Normality Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.00
	Std. Deviation	4.341
Most Extreme Differences	Absolute	.082
	Positive	.079
	Negative	-.082
Test Statistic		.082
Asymp. Sig. (2-tailed)		.093 ^c

(Source; Primary data processed using SPSS version 24.0, 2024)

Based on Table 3. shows that the significant value of Kolmogrov Smirnov (KS) is 0.093, where the significant value > 0.05 , it can be said that the data processed is statistically normally distributed.

Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between independent variables (independent). To determine the presence / absence of multicollinearity is by using the Variance Inflation Factor (VIF) and Tolerance. If the Tolerance value ≥ 0.10 or $VIF \leq 10$ can be stated that there is no Multicollinearity, while if the Tolerance value ≤ 0.10 or $VIF \geq 10$ can be stated that there is Multicollinearity.

Table 4. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6.058	3.581		1.692	.094		
Brand Ambassador	.313	.143	.264	2.191	.031	.487	2.052
Product Quality	-.031	.203	-.021	-.150	.881	.349	2.868
Price	.446	.132	.397	3.368	.001	.512	1.954

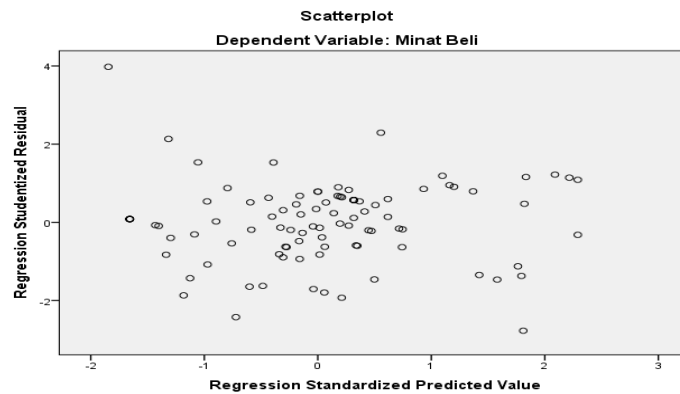
a. Dependent Variable: Buying Interest

(Source; Primary data processed using SPSS version 24.0, 2024)

Based on Table 4. shows that the Brand Ambassador variable has a tolerance value of $0.487 > 0.10$ and a VIF value of $2.052 < 10$, while Product Quality has a tolerance value of $0.349 > 0.10$ and a VIF value of $2.868 < 10$, and Price has a tolerance value of $0.512 > 0.10$ and VIF value of $1.954 < 10$ so we can conclude that Brand Ambassador, Product Quality, and Price do not have Multicollinearity with the tolerance value of all independent variables above 0.1 and the VIF value is below 10.

Heteroscedasticity Test

Heteroscedasticity test is used to see if in the regression model there is an inequality of variance from the residuals of one observation to another.



(Source; Primary data processed using SPSS version 24.0, 2024)

Figure 12. Scatterplot Heteroscedasticity Test

Based on Figure 12., it shows that the points are scattered randomly and do not form a pattern. This indicates the absence of Heteroscedasticity.

Table 5. Heteroscedasticity test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.136	2.301		-.493	.623
	Brand Ambassador	.129	.092	.198	1.404	.164
	Product Quality	.122	.130	.156	.933	.353
	Price	-.097	.085	-.158	-1.145	.255

a. Dependent Variable: RES2

(Source; Primary data processed using SPSS version 24.0, 2024)

Based on Table 5., it shows that the significant value of the Brand Ambassador, Product Quality, and Price variables is above 0.05, so this data can be concluded that there is no Heteroscedasticity.

Multiple Linear Regression Test

Table 6. Multiple Linear Regression Tests

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.058	3.581		1.692	.094
	Brand Ambassador	.313	.143	.264	2.191	.031
	Product Quality	-.031	.203	-.021	-.150	.881
	Price	.446	.132	.397	3.368	.001

a. Dependent Variable: Buying Interest

(Source; Primary data processed using SPSS version 24.0, 2024)

Based on Table 6., it is made into the Multiple Linear Regression Test equation, namely:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 6.058 + 0.313 X_1 + (-0.031)X_2 + 0.446 X_3$$

The above equation can be explained as follows:

1. The constant value is 6.058 which means it shows the estimated value of the Buying Interest variable when all Brand Ambassador, Product Quality, and Price variables are

zero.

2. The Brand Ambassador Coefficient value is 0.313, which means that every 1% increase in value, Buying Interest will increase by 0.313.
3. The Product Quality coefficient value is -0.031, which means that every additional value of 1%, Buying Interest will increase by -0.031.
4. The Price coefficient value is 0.446, which means that every additional value of 1%, Buying Interest will increase by 0.446.

Test Coefficient of Determination (R)²

Table 7. Test Coefficient of Determination (R)²

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.565 ^a	.319	.298	4.408

(Source; Primary data processed using SPSS version 24.0, 2024)

Based on Table 7., shows that the Adjusted R Square value is 0.298. This means that 29.8% of Buying Interest can be explained by Brand Ambassador, Product Quality, and Price while the remaining 70.2% is explained by other variables not examined in this study such as brand image, promotion, service quality, and so on.

Simultaneous Hypothesis Test (F Test)

Table 8. F test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	873.269	3	291.090	14.981	.000
	Residuals	1865.371	96	19.431		b
	Total	2738.640	99			

(Source; Primary data processed using SPSS version 24.0, 2024)

Based on Table 8., it shows that with _{df1} the numerator is 3 and _{df2} (denominator) is 96, the F-table value at a significance of 0.05 is 2.70. The F-count value of 14.981 > F-table of 2.70 with a significant level of 0.000 < 0.005 So we can conclude that Brand Ambassador, Product Quality, and Price both have a positive and significant effect simultaneously on Buying Interest.

Partial Hypothesis Test (t Test)

Table 9. The t test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.058	3.581		1.692	.094
	Brand Ambassador	.313	.143	.264	2.191	.031
	Product Quality	-.031	.203	-.021	-.150	.881
	Price	.446	.132	.397	3.368	.001

a. Dependent Variable: Buying Interest

(Source; Primary data processed using SPSS version 24.0, 2024)

Based on Table 9., it shows that $df = n - k = 100 - 3 = 97$, then the t-table value at a significance of 0.05 is 1.984. Thus the results of the t test can be explained as follows the

results of the partial hypothesis calculation obtained:

1. The t-count value of Brand Ambassador is $2.191 > t\text{-table of } 1.984$ and a significant value of $0.031 < 0.05$, it can be concluded that H_0 is rejected and H_a is accepted, namely partially Brand Ambassador has a positive and significant effect on Buying Interest in Kopi Kenangan consumer in Medan City.
2. The t-count value of Product Quality is $-0.150 < t\text{-table of } 1.984$ and a significant value of $0.881 > 0.05$, it can be concluded that H_0 is accepted and H_a is rejected, namely partially Product Quality has negative effect and is insignificant on Buying Interest of Kopi Kenangan consumers in Medan City.
3. The t-count value of Price of $3.368 > t\text{-table of } 1.984$ and a significant value of $0.001 < 0.05$, it can be concluded that H_0 is rejected and H_a is accepted, namely partially the Price has a positive and significant effect on Buying Interest in Kopi Kenangan consumer in Medan City.

DISCUSSION

Based on the calculation of the research results, it obtained a t-count $> t\text{-table of } 2.191 > 1.984$ and a significant value of $0.031 < 0.05$, where Brand Ambassador has a positive and significant effect on consumer Buying Interest in Kopi Kenangan in Medan City. This supports the first hypothesis and aligns with previous research (Hastuti, 2020) titled "The Effect of Brand Ambassador, Advertising, and Price on Interest in Purchasing Sedaap Noodles by Brawijaya University Students." Brand Ambassadors significantly affect purchase interest because they can increase brand visibility, build trust, and create attractiveness. With the presence of public figures known to consumers, they will feel more interested in trying Kopi Kenangan products. The Kopi Kenangan Brand Ambassadors, namely Isyana Sarasvati and Nicholas Saputra, can improve advertising promotion strategies because both are known as romantic, supportive, and trustworthy figures when carrying a brand; Chandra Satria and Isyana Sarasvati play Ratih and Syailendra so well that their singing and acting skills provide a refreshing new color for this film hoping that the public will also feel the same way when watching *Petuangan Sherina 2*, and Hotman Paris is known as an eccentric and brave figure in expressing his opinion and has many followers and fans.

Based on the calculation of the research results, it obtained a t-count $< t\text{-table of } -0.150 < 1.984$ and a significant value of $0.881 > 0.05$, where Product Quality has a negative effect and is nonsignificant on Buying Interest of Kopi Kenangan consumers in Medan City. This does not support the second hypothesis and contradicts previous research (Rachma Damayanti et al., 2024), which found that Product Quality partially and significantly affects Buying Interest in Bittersweet Najla. Product Quality has no effect and is insignificant on Buying Interest due to other factors such as Price, promotion, trends, and recommendations from the surrounding environment. These factors are more prominent in the consumer experience, so product quality may not be a top priority in their Buying Interest. Kopi Kenangan faces competition from other coffee brands in the highly competitive coffee beverage industry, such as Kopi Janji Jiwa, Fore Coffee, etc.

Based on the calculation of the research results, it obtained a t-count $> t\text{-table of } 3.368 > 1.984$ and a significant value of $0.001 < 0.05$, where the Price has a positive and significant effect on consumer Buying Interest in Kopi Kenangan in Medan City. This supports the third

hypothesis and is in line with previous research conducted by (Mantong et al., 2024) with the research title "The Effect of Product Quality and Price on Buying Interest in Toraja Coffee Garage Business in Rante Pasele Village, North Toraja Regency." Price has a positive and significant effect on buying interest because Kopi Kenangan has an affordable or competitive price that attracts consumer attention and increases consumer buying interest. The Prices of Kopi Kenangan, namely Americanno IDR 15,000, Kopi Kenangan Mantan IDR 19,000, Milo Dinosaur IDR 20,000, Latte IDR 22,000, and others so that Gen Z people can reach them.

CONCLUSION

From the results of this study it can be concluded that the results of partial hypothesis testing show that Brand Ambassador ($2.191 > 1.984$) and Price ($3.368 > 1.984$) have a positive and significant effect on Buying Interest of Kopi Kenangan consumers in Medan City. The results of partial hypothesis testing show that Product Quality ($-0.150 < 1.984$) has negative effect and is not significant to the Buying Interest of Kopi Kenangan consumers in Medan City. Meanwhile, the results of simultaneous hypothesis testing show that Brand Ambassador, Product Quality, and Price ($14.981 > 2.70$) have a positive and significant effect on Buying Interest of Kopi Kenangan consumers in Medan City.

Suggestions that can be given by the author from the results of this study are for the Kopi Kenangan Company is expected to provide a new coffee flavor variant that is different from other coffee that is only available at Kopi Kenangan so that it can improve product quality and can maintain Price affordability in accordance with market demand, and for further researchers it is expected to be able to add other variables outside the variables studied such as brand image, promotion, service quality other factors that can affect Buying Interest, use different research methods such as SEM, and research objects in other areas such as in Binjai City.

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