



The Influence of Price, Brand Image, and Product Quality of Coffee Mix on Consumer Purchase Decisions in Medan Petisah

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ABSTRACT

The residents of Medan Petisah are part of the community in Medan City, living in one of its densely populated and strategically located districts. This area is known as a center of economic, trade, and service activities, especially due to the presence of both traditional and modern shopping centers such as Pasar Petisah. Coffee mix is an instant blend typically consisting of coffee, sugar, and creamer (either milk powder or non-dairy creamer) combined into one convenient product. This study aims to determine the influence of Price, Brand Image, and Product Quality of Coffee Mix on Consumer Purchase Decisions in Medan Petisah District. This research uses a quantitative approach. Since the population is unknown, the sample was determined using the Lemeshow formula, resulting in 96 respondents. The partial results of this study indicate that price has a positive and significant effect on consumer purchase decisions, and brand image also has a positive and significant effect. Simultaneously, product quality has a positive and significant effect on consumer purchase decisions.

Keywords: Price, Brand Image, Product Quality, Purchase Decision

INTRODUCTION

Residents of Medan Petisah are part of the community of Medan City who live in one of its densely populated and strategically located sub-districts. This area is known as a center of economic, trade, and service activities, especially due to the presence of both traditional and modern shopping centers such as Pasar Petisah.

Coffee mix is an instant blend usually consisting of coffee, sugar, and creamer (either powdered milk or non-dairy creamer), combined into a single, convenient product. This product is designed to offer ease and speed in preparing a cup of coffee without the need to add ingredients separately. Coffee mix is very popular among consumers with busy lifestyles because it only requires hot water to prepare.



Price refers to the value that consumers must pay to obtain a good or service. In economic terms, price plays a crucial role as the determinant of exchange value between producers and consumers. The issue arising from the pricing aspect relates to consumers' perception of the economic value of the Coffee mix product, which is considered relatively expensive when compared to various other alternatives available in the market. Compared to local ground coffee or traditional brewed coffee, which are more affordable and accessible to a wider demographic, the price of Coffee mix is seen as less competitive. Furthermore, when compared to popular instant coffee brands such as Nescafé or White Coffee, which offer various flavors and packaging at more reasonable prices, Coffee mix finds itself in a disadvantaged position in terms of price competitiveness.

Brand image refers to the perception or impression formed in consumers' minds about a brand, shaped through experiences, interactions, and information received about the brand. The main issue faced by Coffee mix in terms of brand image is the low level of public recognition and trust toward the brand, leading most consumers to choose coffee products from brands that are already well-known and have a strong reputation in the market, such as Nescafé, Good Day, Starbucks, and Kopi Kenangan. These brands have succeeded in establishing a solid position in the minds of consumers through aggressive marketing strategies, continuous product innovation, and strong associations with quality and certain lifestyles. In contrast, Coffee mix still faces significant challenges in building a convincing and impactful brand presence, ultimately losing out in consumer preference in an increasingly competitive market.

Product quality refers to the level of excellence of a product or service, determined by its ability to meet consumer needs and expectations. This quality includes various aspects such as durability, reliability, functionality, safety, and appearance. The issues regarding product quality include Inconsistent Taste, since Coffee mix is a processed product, sometimes the taste and aroma vary from one package to another due to differences in production processes or the quality of raw materials. Excessive Sugar and Creamer Content, many coffee mix products contain high levels of sugar and creamer, which can mask the original coffee flavor and be less appealing to consumers who prefer a pure coffee taste. Moreover, this could be a concern for health-conscious consumers.

Based on the above issues, the researcher feels the need to conduct a study titled "The Influence of Price, Brand Image, and Product Quality of Coffee Mix on Consumer Purchase Decisions in the Medan Petisah."



LITERATURE REVIEW

Price

According to Satriadi et al. (2021:103), price is a value expressed in rupiah for exchange/transaction purposes or the amount of money that consumers must pay to obtain goods and services.

According to Satriadi et al. (2021:109), the indicators of price are as follows:

1. Price affordability
2. Price conformity with product quality
3. Price competitiveness
4. Price conformity with benefits

Brand Image

According to Wardhana (2024:186), brand image is an essential component of a company's overall marketing strategy, as it reflects consumers' perceptions and beliefs about a particular brand.

According to Wardhana (2024:189), the indicators of brand image are as follows:

1. Brand Identity
2. Brand Personality
3. Brand Association
4. Brand Attitude and Behavior

Product Quality

According to Harjadi and Arraniri (2021:35), product quality refers to the ability, total features, and characteristics of a product or service that rely on its capacity to satisfy stated or implied consumer needs.

According to Harjadi and Arraniri (2021:38), the indicators of product quality are as follows:

1. Performance
2. Reliability
3. Features
4. Conformance
5. Durability
6. Serviceability
7. Aesthetics
8. Customer perceived quality



Purchase Decision

According to Rahayu and Afrilliana (2021:147), a purchase decision is an activity undertaken by an individual directly involved in making a decision to purchase a product offered by a seller.

According to Wulandari and Mulyanto (2024:28), the indicators of purchase decision are as follows:

1. Product choice
2. Brand choice
3. Distributor choice
4. Purchase timing
5. Purchase quantity

The Influence of Price on Consumer Purchase Decision

According to Gunarsih et al. (2021:70), price is the amount of value exchanged by consumers for the benefit of owning and using a product or service, allowing companies to gain a fair profit by being paid for the value they create for customers.

According to Sondakh et al. (2021:409), price is one of the important attributes evaluated by consumers, thus company managers must truly understand the role of price in influencing consumer attitudes. Many factors related to price underlie why consumers choose a certain product to own.

The Influence of Brand Image on Consumer Purchase Decision

According to Kuanaini and Aminah (2022:2551), generally, a product becomes attractive and is chosen by consumers because of its brand image. Therefore, customers are more likely to develop a desire to purchase the product and brand.

According to Fahrezi and Sukaesih (2022:190), a brand that already has a good image is more likely to attract consumer attention. A well-known brand is usually associated with quality products.

The Influence of Product Quality on Consumer Purchase Decision

According to Aghitsni and Buryra (2022:41), consumers' intention to assess a product should be viewed from the product's ability to meet various quality specifications, which can attract potential buyers to make a purchase.

According to Mokodompit et al. (2022:521), product quality can determine customer satisfaction, which is related to the customer's expectations of the product's perceived quality.



METHODS

Research Location and Object

This research was conducted in Medan Petisah Sub-district, Medan City. The object of this research is the community members who have tried coffee mix products in Medan Petisah.

Type of Research

This research uses a quantitative approach. According to Ghozali (2021:05), quantitative research is a systematic investigation of a phenomenon by collecting measurable data through statistical, mathematical, or computational techniques.

Population and Sample

According to Abdussamad (2021:131), the population refers to subjects or objects in a specific research area that meet certain criteria and are relevant to the unit of analysis being studied (individuals, groups, or organizations). The population in this study cannot be precisely measured.

According to Hardani et al. (2020:378), a sample is a portion of the population selected using a sampling technique. Since the total population cannot be determined, the Lemeshow formula is used as follows:

$$n = (1.96^2 \times 0.5 \times (1 - 0.5)) / 0.1^2 = 96.04 \approx 97 \text{ respondents}$$

Data Collection Techniques

According to Ridhahani (2020:55), commonly used data collection techniques include questionnaires, interviews, and observation.

1. Questionnaire

In this technique, respondents play a crucial role in providing the necessary data to achieve the research objectives.

2. Interview

Interviews are conducted when the researcher aims to gather more detailed and in-depth information from a relatively smaller number of respondents compared to questionnaires.

3. Observation

Observation as a data collection technique can be categorized into two types: participant observation and non-participant observation.



RESULTS

Validity Test

The results of the validity test for all variables are as follows:

Table 1. Validity Test Result for the price variabel (X_1)

No	Name	R_{count}	r_{table}	Decription
1	X1.1	0,667	0,361	Valid
2	X1.2	0,749	0,361	Valid
3	X1.3	0,554	0,361	Valid
4	X1.4	0,832	0,361	Valid
5	X1.5	0,824	0,361	Valid
6	X1.6	0,422	0,361	Valid
7	X1.7	0,785	0,361	Valid
8	X1.8	0,488	0,361	Valid

Source: Prepared by writer, 2025

The table above shows the results of the validity test for the price variable, indicating that all items have an r-count value greater than the r-table value, which is 0.361. This leads to the conclusion that all statements related to the price variable are considered valid.

Table 2. Validity Test Result for the brand image variabel (X_2)

No	Name	R_{count}	r_{table}	Decription
1	X2.1	0,602	0,361	Valid
2	X2.2	0,417	0,361	Valid
3	X2.3	0,707	0,361	Valid
4	X2.4	0,567	0,361	Valid
5	X2.5	0,464	0,361	Valid
6	X2.6	0,561	0,361	Valid
7	X2.7	0,571	0,361	Valid
8	X2.8	0,403	0,361	Valid

Source: Prepared by writer, 2025



The table above shows the results of the validity test for the brand image variable, indicating that all items have an r-count value greater than the r-table value, which is 0.361. This leads to the conclusion that all statements related to the price variable are considered valid.

Table 3. Validity Test Result for the product quality (X₃)

No	Name	R _{count}	r _{table}	Decription
1	X3.1	0,791	0,361	Valid
2	X3.2	0,555	0,361	Valid
3	X3.3	0,828	0,361	Valid
4	X3.4	0,447	0,361	Valid
5	X3.5	0,720	0,361	Valid
6	X3.6	0,415	0,361	Valid
7	X3.7	0,464	0,361	Valid
8	X3.8	0,680	0,361	Valid
9	X3.9	0,629	0,361	Valid
10	X3.10	0,811	0,361	Valid
11	X3.11	0,474	0,361	Valid
12	X3.12	0,601	0,361	Valid
13	X3.13	0,448	0,361	Valid
14	X3.14	0,532	0,361	Valid
15	X3.15	0,624	0,361	Valid
16	X3.16	0,618	0,361	Valid

Source: Prepared by writer, 2025

The table above shows the results of the validity test for the quality product variable, indicating that all items have an r-count value greater than the r-table value, which is 0.361. This leads to the conclusion that all statements related to the price variable are considered valid.

Table 4. Validity Test Result for the Purchase Decision (Y)

No	Name	R _{count}	r _{table}	Decription
1	X3.1	0,791	0,361	Valid
2	X3.2	0,555	0,361	Valid
3	X3.3	0,828	0,361	Valid



No	Name	R _{count}	r _{table}	Decription
4	X3.4	0,447	0,361	Valid
5	X3.5	0,720	0,361	Valid
6	X3.6	0,415	0,361	Valid
7	X3.7	0,464	0,361	Valid
8	X3.8	0,680	0,361	Valid
9	X3.9	0,629	0,361	Valid
10	X3.10	0,811	0,361	Valid

Source: Prepared by writer, 2025

The table above shows the results of the validity test for the quality Purchase Decision, indicating that all items have an r-count value greater than the r-table value, which is 0.361. This leads to the conclusion that all statements related to the price variable are considered valid.

Reliability Test

The results of the reliability test for all variables are as follows:

Table 4. Reliability Test Result for all variables

Variable	Cronbach's Alpha	Number of Item	Description
Price	0,824	8	Reliable
Brand Image	0,652	8	Reliable
Product Quality	0,884	16	Reliable
Purchase Decision	0,775	10	Reliable

Source: Prepared by writer, 2025

The table above presents the results of the reliability test, as follows:

1. The price variable has a Cronbach's Alpha value of $0.824 > 0.600$, indicating that all questionnaire items for the price variable are considered reliable.
2. The brand image variable has a Cronbach's Alpha value of $0.652 > 0.600$, indicating that all questionnaire items for the brand image variable are considered reliable.
3. The product quality variable has a Cronbach's Alpha value of $0.884 > 0.600$, indicating that all questionnaire items for the product quality variable are considered reliable.
4. The purchase decision variable has a Cronbach's Alpha value of $0.775 > 0.600$, indicating that all questionnaire items for the purchase decision variable are considered reliable.



Classical Assumption Test
Normality Test

The results of the classical assumption test are as follows:

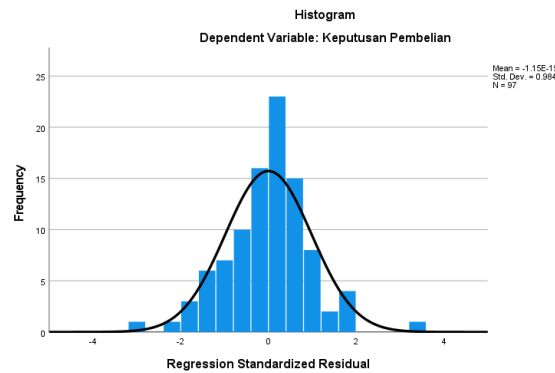


Figure 1. Histogram

Based on figure 1 above, it can be explained that the data forms a curve that tends to be symmetrical and does not skew to the left or right. Therefore, it can be concluded that the data is normally distributed.

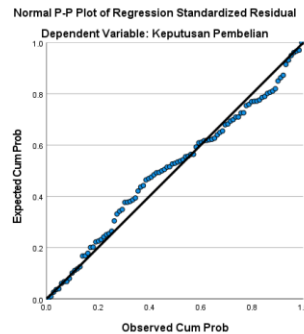


Figure 2. Histogram

Based on Figure 3.2 above, it can be explained that the data points are spread along the diagonal line. The results of this test indicate that the data is normally distributed.

Table 5. Normality Test

		<i>Unstandardized Residual</i>
N		97
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	39,2989691



	<i>Std. Deviation</i>	3,65167669
<i>Most Extreme Differences</i>	<i>Absolute</i>	.076
	<i>Positive</i>	.076
	<i>Negative</i>	-.048
<i>Kolmogorov-Smirnov Z</i>		.076
<i>Asymp. Sig. (2-tailed)</i>		.196 ^a

a. Test distribution is Normal.

b. Calculated from data.

Source: Prepared by writer, 2025

Based on table 5 above, it can be seen that the Kolmogorov-Smirnov test statistic value is 0.200 with a significance value greater than 0.05, namely 0.196. The results of this test indicate that the data is normally distributed.

Multicollinearity Test

The results of the multicollinearity test are as follows:

Table 6 Multicollinearity Test

Model	<i>Collinearity Statistics</i>	
	<i>Tolerance</i>	<i>VIF</i>
1 (Constant)		
Price	0,861	1,161
Brand Image	0,882	1,134
Product Quality	0,888	1,126

a. *Dependent Variabel*: Purchase Decision

Source: Prepared by writer, 2025

The data above can be explained as follows:

1. The Price variable has a tolerance value of $0.861 > 0.1$ and a VIF value of $1.161 > 1$, indicating that there is no sign of multicollinearity.
2. The Brand Image variable has a tolerance value of $0.882 > 0.1$ and a VIF value of $1.134 > 1$, indicating that there is no sign of multicollinearity.
3. The Product Quality variable has a tolerance value of $0.888 > 0.1$ and a VIF value of $1.126 > 1$, indicating that there is no sign of multicollinearity.



Heteroscedasticity Test

The results of the heteroscedasticity test are as follows:

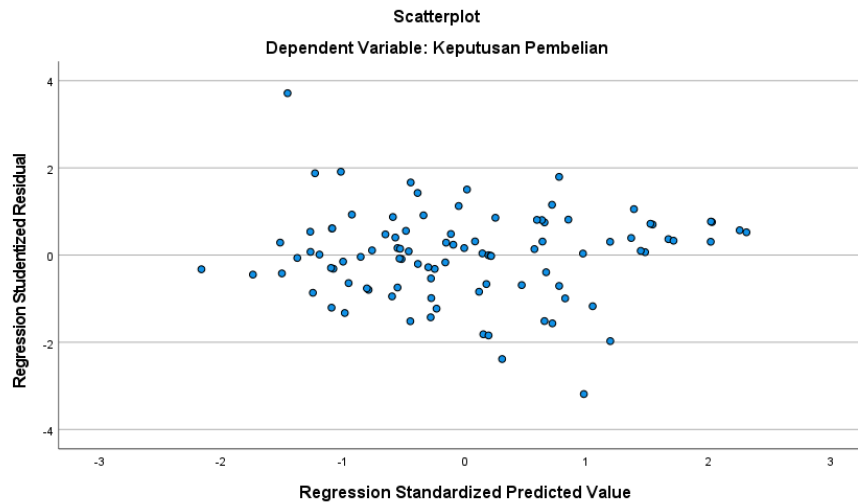


Figure 3 Scatter Plot

In Figure 3.3, the scatterplot graph shows that the data points are not clustered in a single area but are instead spread around the value of 0 on both the X and Y axes. Therefore, this graph indicates that there is no heteroscedasticity.

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis are as follows:

Tabel 7 Multiple Linear Regression Analysis

Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	
	B	<i>Std. Error</i>	Beta	
1				
	(Constant)	1,111	4,998	
	Price	0,423	0,102	0,356
	Brand Image	0,357	0,117	0,258
	Product Quality	0,203	0,065	0,266

Dependent Variabel: Purchase Decision

Source: Prepared by writer, 2025



Based on table 7 above, the multiple linear regression equation in this study is as follows:

$$\text{Purchase Decision} = 1.111 + 0.423 (\text{Price}) + 0.357 (\text{Brand Image}) + 0.203 (\text{Product Quality}) + e$$

From the equation above, the interpretation is as follows:

1. The Purchase Decision has a constant value of 1.111, indicating that if the values of X1 to X3 are 0, the purchase decision would still increase by 1.111 units.
2. The Price variable (X1) has a coefficient of 0.423, meaning that price has a positive influence on purchase decisions. For every 1-unit increase in price, the purchase decision is predicted to increase by 0.423 units.
3. The Brand Image variable (X2) has a coefficient of 0.357, indicating that brand image has a positive influence on purchase decisions. For every 1-unit increase in brand image, the purchase decision is predicted to increase by 0.357 units.
4. The Product Quality variable (X3) has a coefficient of 0.203, meaning that product quality has a positive influence on purchase decisions. For every 1-unit increase in product quality, the purchase decision is expected to increase by 0.203 units.

T Test

The results of the t-test are as follows:

Tabel 8 t test

	Model	t	Sig.
1	(Constant)	0,222	0,825
	Price	4,144	0,000
	Brand Image	3,039	0,003
	Product Quality	3,141	0,002

Dependent Variabel: Purchase Decision

Source: Prepared by writer, 2025

Based on Table 8, the following can be concluded:

1. The Price variable has a t_{count} of 4.144 and a significance value of 0.000. Since $4.144 > 1.986$ and $0.000 < 0.05$, it can be concluded that H_1 is accepted, meaning that price has a positive and significant influence on consumer purchase decisions in Medan Petisah.
2. The Brand Image variable has a t_{count} of 3.039 and a significance value of 0.003. Since $3.039 > 1.986$ and $0.003 < 0.05$, it can be concluded that H_2 is accepted, meaning that



brand image has a positive and significant influence on consumer purchase decisions in Medan Petisah.

- The Product Quality variable has a t_{count} of 3.141 and a significance value of 0.002. Since $3.141 > 1.986$ and $0.002 < 0.05$, it can be concluded that H_3 is accepted, meaning that product quality has a positive and significant influence on consumer purchase decisions in Medan Petisah.

F Test

The results of the simultaneous (F-test) are as follows:

Table 9 F Test ANOVA^b

Model	F	Sig.
1 <i>Regression</i>	21,379	.000 ^b
<i>Residual</i>		
<i>Total</i>		

Source: Prepared by writer, 2025

Based on table 9 above, it can be seen that the F-value is 21.379 with a significance F_{count} of 0.000. Since $21.379 > 3.09$ and $0.000 < 0.05$, it can be concluded that H_5 is accepted, which means that price, brand image, and product quality have a positive and significant influence on consumer purchase decisions in Medan Petisah.

Coefficient of Determination (R^2) Test

The results of the coefficient of determination test are as follows:

Table 10 Uji Coefficient of Determination Model Summary^b

Model	R	R Square	Adjusted R Square
1	.639 ^a	0,408	0,389

Source: Prepared by writer, 2025

Based on Table 3.8 above, the R Square value is 0.408 or 40.8%. This means that 40.8% of the variation in purchase decisions can be explained by the variables of price, brand image, and product quality, while the remaining 59.2% is explained by other variables not examined in this study, such as service quality, promotion, and others.



DISCUSSION

The Influence of Price on Purchase Decision

Based on the t test, the result shows a t_{count} of 4.144 and a significance value of 0.000. Since $4.144 > 1.986$ and $0.000 < 0.05$, it can be concluded that H_1 is accepted, meaning that price has a positive and significant influence on consumer purchase decisions in Medan Petisah.

This finding is in line with previous research by Piyoh et al. (2024), which stated that price has a positive and significant influence on consumer purchase decisions.

The Influence of Brand Image on Purchase Decision

Based on the t test, the result shows a t_{count} of 3.039 and a significance value of 0.003. Since $3.039 > 1.986$ and $0.003 < 0.05$, it can be concluded that H_2 is accepted, meaning that brand image has a positive and significant influence on consumer purchase decisions in Medan Petisah Sub-district.

This finding is consistent with previous research by Fahrezi and Sukaesih (2023), which stated that brand image has a positive and significant influence on purchase decisions.

The Influence of Product Quality on Purchase Decision

Based on the t test, the result shows a t_{count} of 3.141 and a significance value of 0.002. Since $3.141 > 1.986$ and $0.002 < 0.05$, it can be concluded that H_3 is accepted, meaning that product quality has a positive and significant influence on consumer purchase decisions in Medan Petisah Sub-district.

This finding is in accordance with the previous research by Aghitsni and Busyra (2022), which stated that product quality has an influence on purchase decisions.

CONCLUSION

The conclusions of this research are as follows:

1. Price has a positive and significant influence on consumer purchase decisions in Medan Petisah.
2. Brand image has a positive and significant influence on consumer purchase decisions in Medan Petisah.
3. Product quality has a positive and significant influence on consumer purchase decisions in Medan Petisah.
4. Price, brand image, and product quality simultaneously have a positive and significant influence on consumer purchase decisions in Medan Petisah.



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