

Purchase Decisions : The Effect of Product Quality, Brand Image, Tagline, and Brand Ambassador at Kopi Kenangan Branch Purwokerto

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ABSTRACT

The purpose of this study was to determine the effect of product quality, brand image, tagline, and brand ambassador on purchasing decisions at Kopi Kenangan Purwokerto. The population studied was Kopi Kenangan consumers in Purwokerto. This type of research is quantitative research using the SPSS Ver 25 analysis tool. This study used a sample of 110 people using purposive sampling method. The results showed that the variables of product quality, brand image, and brand ambassador had a positive and significant effect on purchasing decisions, while the tagline variable had a negative and insignificant effect on purchasing decisions.

INTRODUCTION

Recent years have seen a notable increase in revenue for Indonesia's food and beverage (F&B) sector. Indonesia, one of the Group of Twenty (G20) nations with the quickest rates of economic growth, has made quick strides in the food and beverage (F&B) industry thanks to its people's strong sense of entrepreneurship (Nurfadlun et al., 2024). With an average growth of 5-8% during the previous five years, even throughout the pandemic, Indonesia's F&B industry has demonstrated resilience in the face of global economic upheaval (Kemenprin, 2025).

The F&B business encompasses all types of enterprises that offer food and beverages, one of which is coffee shop businesses. Coffee has evolved from a beverage that can prevent sleepiness to a vital component of modern living, as demonstrated by the popularity of coffee shops (Dilasari & Yosita, 2022). Some people now view coffee shops as crucial locations for socializing, working, and resting in addition to being places to eat and drink (Ferreira et al., 2021).

Table 1. Brand Performance Report 2021 – 2024

Brand	2021	2022	2023	2024
Janji Jiwa	39,5%	38,3%	39,5%	44,80%
Kopi Kenangan	36,7%	42,6%	39,7%	39,0%
Fore	6,4%	6,5%	7,5%	6,9%
Kulo	12,4%	10,2%	6,3%	5,4%

Sources : Top Brand Award, 2024

The data in Table 1, shows five best local coffee brands that dominate Indonesian market, one of which is the Kopi Kenangan brand. One of the fastest-growing coffee cafes in Indonesia, Kopi Kenangan was established in 2017 by PT Bumi Berkah Boga and is an F&B establishment (id.wikipedia.org). With a 36.7% share, Kopi Kenangan came in second place out of Indonesia's top five coffee brands in 2021. Kopi Kenangan took the top spot in 2022 and 2023, with respective percentages of 42.6% and 39.7%. However, with a percentage of 39.7% in 2024, Kopi Kenangan came back to second place (topbrand-award,2024). Kopi Kenangan's sales decreased by 0.7% between 2023 and 2024, a phenomenon that suggests there are elements that may influence consumers' decisions to buy the product. This suggests that there are elements that may influence the choice to buy Kopi Kenangan.

Purchase decisions based on consumer behavior, that has defined as researchers who individually, teams or organization choose, obtain, consumption, and oversee products, services, concepts, or experiences to satisfy their needs and aspirations (Kotler & Armstrong, 2016). The factors that can effect purchase decisions include product quality, brand image, tagline, and brand ambassador.

The first factor is product quality, which effects the purchasing decision. Accordingly Kotler & Amstrong, (2016), product quality is defined as the ability of a product to carry out its duties, including resilience, reliability, precision, simplicity of usage and maintenance, and additional desirable qualities. Good

product quality can create and maintain consumer loyalty. Several research (Fatmaningrum et al., 2020; Fauziah & Supriyono, 2023; Gunawan & Pertiwi, 2022; Pakan & Purwanto, 2022; Ristanti & Iriani, 2020; Segoro & Rifaldi, 2021) state that quality of the product affects decision on purchase. However, the findings is not consistent with the research results (Maulana et al., 2022; Suwardi & Berliana, 2022) reveal that decisions to buy are uneffected by the product's quality. An major research gap, this conflicting result suggests that there may be moderating factors or particular circumstances influencing the association between product quality and purchase decisions.

The second factor is brand image, which affects purchasing decisions. Accordingly, Kotler & Keller, (2016) define consumer perceptions of products or services that meet their social and psychological needs. Particularly solid and favourable reputation shall influence consumer perceptions of product value this having an impact on purchasing decisions. Previous research (Aprianti & Tjiptodjojo, 2023; Fatmaningrum et al., 2020; Katerina et al., 2023; Pasaribu, 2022; Ristanti & Iriani, 2020; Simanjutak & Aprianti, 2020) claims that buying decisions are affected by brand image. However, Wowor et al., (2021) found different results, namely that purchase decisions are not an effect of the brand image. These results discrepancy suggests the existence of moderating variables or contextual factors that are still poorly understood, especially when considering a dynamic local coffee market like Indonesia.

The third factor is the tagline that affects the purchasing decision. According to Nuradi et al., 2016, cited from Utami & Kadi, (2023), a tagline is defined as a short phrase at the end of the main text that summarizes the communication objective of an advertisement. Its use is to strengthen the ability of advertising to achieve its goals, namely influencing consumers to buy and consume the advertised product. Several studies (Erpurini et al., 2022; Venzha & Maulina, 2022) support the view that taglines significantly affect purchase decisions. However, the findings differ from those of other studies (Dukalang et al., 2022; Rusni & Solihin, 2022; Tesalonika et al., 2023) concluded that the tagline does not significantly affect consumer purchasing behavior.

The fourth factor is the brand ambassador who affects the purchasing decision. According to Barnes, L. & Lea-Greenwood, G. (2018) is defined as an individual that showcases loyalty to the brand and has the ability to attract consumer attention. Brand ambassadors play an important role as communicators who convey product messages to consumers, so that they can influence purchase decisions. Research results (Aprianti & Tjiptodjojo, 2023; Venzha & Maulina, 2022; Rahman et al., 2022) strengthen the argument that brand ambassadors providing a significant effect on decisions when it comes to buying. However, the research by Pratiwi & Sulistyowati, (2022) states that brand ambassadors do not have a significant effect on purchasing decisions.

This research is a continuation of that conducted by Ristanti & Iriani, (2020), who found that brand image and product quality have a favorable and significant impact on buying decisions. Adding the variables of tagline and brand ambassador from Venzha & Maulina, (2022) research, which showed the positive and significant impact of both factors on purchasing decisions, allowed for the

formulation of this study. No thorough study that examines these four elements in a comprehensive manner has been conducted, particularly when it comes to local coffee brands that are competing in the market as Kopi Kenangan branch Purwokerto. Inconsistencies in earlier research findings also need to be investigated further. Information from this study should be useful to the corporation in assessing its marketing approach, especially with regard to the Kopi Kenangan product. Consequently, the researcher chose the term "**Purchase Decisions: The Effect of Product Quality, Brand Image, Tagline, and Brand Ambassador at Kopi Kenangan Branch Purwokerto.**"

THEORETICAL REVIEW

Affective Theory

The theory underlying this research is consumer affection theory which refers to consumer`s mental responses to the environment. Affection describe a person`s feelings and a person`s emotions towards events around them, whether they like or dislike a product (Peter & Olson, 2018). The feelings and emotion of a person are mainly shown to the product as a whole, not feelings and emotions towards the attributes of a product. These feelings and emotion are described by the expression of these two adjectives, which are different for evaluating a product (Putri Nugraha et al., 2021). Each variable, such as product quality, brand image, tagline, and brand ambassador capable effect consumers feelings or emotions, which in turn will effect them in making purchasing decisions for kopi kenangan products.

Purchase Decision

Kotler & Keller, (2016) define purchase decision as part of individual consumption patterns, which examines way people, organization, and network pick, spend, and consume and how items, services, ideas, and experience meet what they want and need. According to Tjiptono (2018) quoted from (Widayanto et al., 2023) purchasing decisions is a process during that consumers recognize issues followed by a search for information about certain brand or product that is thought to be able to address their issues and assess them first, then results in a purchasing decision. According to Tjiptono, (2015), the indicators used to measure purchase decision it's needed identification, collecting data, evaluation of possibilities, purchasing and utilization, as well as evaluation after the purchase.

Product Quality Influences Purchase Decisions

According to Kotler & Armstrong, (2016) quality products are marked by their intended purposes, including precision, dependability, durability, convenience, functioning, and maintenance, among other valuables aspects. The quality of a product is a factor contained in the item or outcome in accordance with the purpose intended by the product (Mawardy et al., 2023). The indicators used to measure product quality are sourced from Tjiptono (2016) cited in research Ritonga & Risal, (2023) namely efficiency, additional features, consistency, conformity with specifications, strength, serviceability, appearance, and perceived quality. Research results (Fauziah & Supriyono, 2023; Gunawan &

Pertiwi, 2022; Pakan & Purwanto, 2022; Segoro & Rifaldi, 2021) state that quality of product has a positively and significantly effect by purchase decisions.

H1: Purchase decisions are positively and significantly effect by product quality.

Brand Image Influences Purchase Decisions

According to Kotler & Keller, (2016) brand image is a perspective formed in the consumer`s minds regarding the characteristics about product or service, which is considered successful in meeting their social and psychological needs. Customers decisions to buy is greatly affect by their perception of a brand, therefore a positive brand image can increase consumer desire in purchasing decisions for a product (Ani et al., 2021). According to Kotler & Keller, (2016) the indicators used to measure brand image are strength, uniqueness, and liking. The research results (Aprianti & Tjiptodjojo, 2023; Fatmaningrum et al., 2020; Katerina et al., 2023; Pasaribu, 2022; Ristanti & Iriani, 2020; Simanjutak & Aprianti, 2020) show brand image is a favorable and noteworthy affect on the decision to purchase.

H2: Buying decisions are positively and significant effect by brand image.

Tagline influences Purchase Decisions

Based on Nuradi et al. (2016), cited from Utami & Kadi, (2023), tagline is defined as a short sentence that summarizes the goal of an advertisement communication is to convey something that is easy to remember. The clarity and accuracy of the tagline pronunciation are very important to help the audience remember the advertised product brand. Additionally, the tagline also acts as a representation of the brand and product characteristics in order to create a favorable impression of the product in the minds of consumers. According to Darno (2017), quoted from Wijaya & Marbun, (2024), the indicators used to measure taglines are familiarity, differentiation, and message of value. The research results (Erpurini et al., 2022; Venzha & Maulina, 2022) state that taglines significantly and positively influence consumers decisions to buy.

H3: Tagline is having a significantly and positively effect on buying decisions.

Brand Ambassadors influence Purchase Decisions

According to Barnes, L. & Lea-Greenwood, G. (2018) brand ambassador is an individual who is interested in company and has the ability inspire in consumers. becoming a spokesperson for a company to communicate and interact with the public and is considered capable of increasing sales for the company. This individuals typically comes from a popular group, such as celebrities. Brand ambassador or commonly referred to as brand ambassador is a communicator who has an essential component of informing consumers about a product that will be made available to them. According to Andrews and Shimp (2018) in Purwati & Cahyanti, (2022) brand ambassador as cultural representations or brand identities that act as effective marketing tool and selected from public figures with high popularity. According to Lea-Greenwood

(2015) cited from research by Rahayu et al., (2023) indicators used to measure brand ambassador are visibility, credibility, attractiveness, and power.

The results of the research (Aprianti & Tjiptodjojo, 2023; Venzha & Maulina, 2022; Rahman et al., 2022) state brand ambassadors had a positive and significant effect on purchasing decision.

H4: Buying decision are positively and significantly effect by brand ambassador.

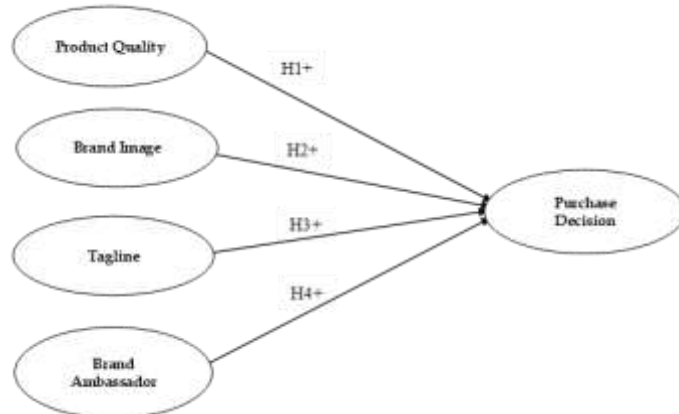


Figure 1. Conceptual Framework

METHODOLOGY

This research used quantitative method. Data that is in numerical form is used to assess the information that is studied further (Sugiyono, 2018). Primary data was gathered from respondents by means of questionnaire distribution containing a list of questions. Non-probability technique for sampling using purposive sampling approach. The population used for this research consists of Kopi Kenangan consumers in Purwokerto with the criteria of being at least 17 years old and have purchased and consumed Kopi Kenangan products at least once at Kopi Kenangan outlets in the Purwokerto area. The population in the present research is unknown. According to Sugiyono, (2022), the Roscoe formula ($n \times >10$) can be used to calculate the research from an unknown population, the number of variables is multiplied by 20 ($5 \times 20 = 100$). The results obtained were 100 samples. To anticipate errors or damage to respondent data, 110 respondents were obtained by the researcher by adding 10 to the research sample size. Google Forms was used to distribute the online survey to collect data for this research. Likert scales with values ranging from 1 to 5 were used for variable measurement, and SPSS version 25 was used for data analysis.

RESULTS

Respondent Characteristic

The characteristics of the respondents are dominated by women at 58.2%, meaning women generally have a high interest in coffee products, especially due to lifestyle, product aesthetics, and social experiences. Then, the age group of 21-30 years dominates this research at 78.2%, meaning this age range is the main segment targeted by contemporary coffee brands because they are active consumers, open to new trends, and have purchasing power, albeit limited. This research is dominated by respondents residing in Purwokerto at 71.8%, meaning

that respondents in this area are appropriate and relevant for illustrating the effect of variables on purchasing decisions directly, as it aligns with the research object operating in Purwokerto. An income or monthly allowance of Rp. 1,000,000 – 1,500,000, which constitutes 41.8% of this research, indicates that this amount represents the majority of respondents who are students or early-career workers with limited income but still allocate expenses for lifestyle needs as coffee enthusiasts. Additionally, the status of students at 70.9% dominates this research, meaning that students, especially those living in cities like Purwokerto, tend to have a habit of buying coffee drinks as part of a modern lifestyle. Furthermore, students have more flexible free time and often engage in social activities outside the home, including visiting coffee shops to relax or do assignments.

Descriptive Statistical Analysis

Descriptive statistics are used to summarize data through measures such as kurtosis, skewness, quantity, range, variance, minimum and maximum values, average, and standard deviation (Ghozali, 2018). This is the outcome of a descriptive statistical analysis.

Table 2. Descriptive Statistics Output

Variable	N	Min	Max	Mean	Std. deviasi
Purchase Decision	PD.1	2	5	4.28	0.756
	PD.2	1	5	4.13	0.779
	PD.3	2	5	4.34	0.745
	PD.4	2	5	4.18	0.732
	PD.5	2	5	4.25	0.693
	PD.6	2	5	4.28	0.692
	PD.7	3	5	4.43	0.670
	PD.8	3	5	4.34	0.639
	PD.9	2	5	4.39	0.607
	Average	2.67	5	4.27	0.384
Product Quality	PQ.1	3	5	4.29	0.580
	PQ.2	3	5	4.53	0.570
	PQ.3	2	5	4.20	0.661
	PQ.4	1	5	4.24	0.703
	PQ.5	2	5	4.25	0.706
	PQ.6	2	5	4.11	0.758
	PQ.7	2	5	4.20	0.739
	PQ.8	2	5	4.25	0.792
	PQ.9	1	5	4.41	0.708
	Average	1.83	5	4.29	0.427
Brand Image	BI.1	1	5	4.25	0.744
	BI.2	3	5	4.47	0.586
	BI.3	2	5	4.14	0.697
	BI.4	1	5	4.14	0.772
	BI.5	1	5	4.53	0.687
	BI.6	2	5	4.21	0.679
	Average	2.67	5	4.26	0.441
TG	TG.1	1	5	4.28	0.803
	TG.2	3	5	4.53	0.586

<i>Tagline</i>	TG.3	1	5	4.27	0.789
	TG.4	2	5	4.18	0.706
	TG.5	2	5	4.11	0.782
	TG.6	2	5	4.21	0.665
	Average	2	5	4.27	0.460
<i>Brand Ambassador</i>	BA.1	1	5	4.36	0.763
	BA.2	2	5	4.49	0.617
	BA.3	1	5	4.15	0.764
	BA.4	2	5	4.18	0.719
	BA.5	1	5	4.43	0.656
	BA.6	1	5	4.20	0.799
	BA.7	2	5	4.15	0.744
	BA.8	2	5	4.19	0.710
	Average	3	5	4.29	0.382

Source: research data managed by IBM SPSS 25

Based on table 2, The average values of the purchase decision, product quality, brand image, tagline, and brand ambassador variables have been identified. All variable mean values exceed the standard deviation value, indicating relatively small data deviations and data distributions that tend to be evenly distributed or homogeneous.

Testing of Research Instrument

Test of Validity and Reliability

A statement during this research is considered valid if the r-count value within the corrected item-total correlations column is higher than the r-table (Ghozali, 2018). In this research, r-table value is 0.1576, based on df 108 (100-2) and a one-way significance level ($\alpha = 0.05$). According to sugiyono, (2018) a questionnaire is declared reliable and suitable for use if the Cronbach`s Alpha value of the instrument more than 0.6.

Table 3. Test of Validity and Reliability

Item	r-count	r-table	Cronbach`s Alpha
Product Quality			0,717
PQ.1	0,558	0,1576	
PQ.2	0,447	0,1576	
PQ.3	0,533	0,1576	
PQ.4	0,456	0,1576	
PQ.5	0,629	0,1576	
PQ.6	0,501	0,1576	
PQ.7	0,623	0,1576	
PQ.8	0,597	0,1576	
PQ.9	0,637	0,1576	
Brand Image			0,668
BI.1	0,680	0,1576	
BI.2	0,612	0,1576	
BI.3	0,622	0,1576	
BI.4	0,631	0,1576	
BI.5	0,578	0,1576	
BI.6	0,561	0,1576	
Tagline			0,658

TG.1	0,639	0,1576	
TG.2	0,404	0,1576	
TG.3	0,723	0,1576	
TG.4	0,542	0,1576	
TG.5	0,683	0,1576	
TG.6	0,613	0,1576	
Brand Ambassador			0,790
BA.1	0,724	0,1576	
BA.2	0,459	0,1576	
BA.3	0,608	0,1576	
BA.4	0,661	0,1576	
BA.5	0,580	0,1576	
BA.6	0,681	0,1576	
BA.7	0,694	0,1576	
BA.8	0,655	0,1576	
Purchase Decision			0,701
PD.1	0,561	0,1576	
PD.2	0,593	0,1576	
PD.3	0,592	0,1576	
PD.4	0,411	0,1576	
PD.5	0,441	0,1576	
PD.6	0,601	0,1576	
PD.7	0,579	0,1576	
PD.8	0,561	0,1576	
PD.9	0,566	0,1576	

Source: research data managed by IBM SPSS 25

Based on table 3 the findings of the analysis indicate variable of product quality, brand image, tagline, brand ambassador, and purchase decision have valid statement items and all variables in this research are considered reliable. This is supported by Cronbach`s Alpha value for each variable which exceeds the minimum limit of 0.6 with the following details: product quality (0.717), brand image (0.668), tagline (0.658), brand ambassador (0.790), and purchase decision (0.701).

Classical Assumption Testing

Test of Normality

The normality testing used to evaluate the probability that the data on independent and dependent variables in the model of regression are distributed normally (Ghozali, 2018).

Table 4. Normality Testing Results
 One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		110
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	0,98147988
Most Extreme Differences	Absolute	0,083
	Positive	0,083
	Negative	-0,083
Test Statistic		0,083

Asymp. Sig. (2-tailed)	0,059 ^c
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	

Source: research data managed by SPSS 25

After testing, The findings demonstrate that the data spreads consistently. The value of Asymp. Sig. (2-tailed) is 0.059, meaning that is more than 0.05, suggest the data meets the assumption of normality. Referring to Kolmogorov-Smirnov test criteria, this implies the data distribution during this research is normal.

Multicollinearity Test

The multicollinearity testing aims at identifying the existence or perhaps otherwise of correlation among variables independent included by regression. This research uses a regression model involving two or more independent variables as the basis for analysis (Ghozali, 2018).

Table 5. Multicollinearity Testing Results

Variables	Tolerance	VIF	Description
Product Quality	0,518	1,930	No multicollinearity symptoms
Brand Image	0,509	1,964	No multicollinearity symptoms
Tagline	0,467	2,140	No multicollinearity symptoms
Brand Ambassador	0,727	1,375	No multicollinearity symptoms

Source: research data managed by SPSS 25

Table 5 shows that variables independent represent a level of tolerance above 0.10 and VIF value below 10. Thus, all the independent variables, such as product quality, brand image, tagline, and brand ambassador in the regression framework formed, have no multicollinearity sign, so these factors can be used in research.

Heteroscedasticity Test

Heteroskedasticity is considered not to occur within the model of regression while the probability of the coefficient regression of an independent variable against the absolute residual value exceeds 0.05 (Ghozali, 2018).

Table 6. Results Heteroscedasticity Test

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.650	1.982		3.354	.001
Product Quality	-.100	.063	-.207	-1.583	.117
Brand Image	.036	.086	.054	.413	.680
Tagline	.016	.087	.026	.188	.851
Brand Ambassador	-.074	.050	-.162	-1.471	.144
Dependent Variabel : ABS_RES					

Source: research data managed by SPSS 25

Table 6 shows that in the regression model, the problem of heteroscedasticity does not occur. This is evident because the significance values for all variables, namely product quality, brand image, tagline, and brand ambassador are surpasses the level of significance (Sig. > 0.05).

Model Fit Test

Coefficient Determination

The range of values for coefficient of determination is from 0 to 1. A low adjusted R-square indicates independent variable have limited ability to explicate the variance of the dependent factor. A value close to one, on the other hand, indicates independent variable can almost completely predict the dependent variable. (Ghozali, 2018).

Table 7. Analysis Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735 ^a	.540	.522	2.37817

a. Predictors : (Constant), Brand Ambassador, Brand Image, Product Quality, Tagline

Source : research data processed by SPSS 25

Adjusted R-square value of 0.522 table 10 demonstrates that product quality, brand image, tagline, and brand ambassador represent 52.2% of the purchase decision. Other factors that were not considered in this research model have an effect on the remaining 47.8%.

F Test (Goodness Of Fit)

In the model of regression, F value is employed to determine the significant of independent variable in relation to a dependent variable. Sig. value <0.05, dependent variable greatly effected by independent variable (Ghozali, 2018).

Table 8. F Test

ANOVA

Source: research data processed by SPSS 25

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	696.344	4	174.086	30.781	.000 ^b
Residual	593.847	105	5.656		
Total	1290.191	109			

On table 8, the degree of freedom in the numerator (df1) is 4 (k-1), for the denominator (df2) is 105 (n-k). With an Ftable value of 2.46, the calculation results show that Fcount (30.781) < Ftable, with significance of 0.000. In conclusion, the model of regression is appropriate or fit.

Analysis of Multiple Linear Regression

Ghozali, (2018) explains that when one dependent variable is measured, several independent variables testing is possible to conducted using a multiple regression approach.

Table 9. Analysis of Multiple Linear Regression Results

<i>Coefficients</i>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7.761	2.869		2.705	.008
Product Quality	.331	.091	.333	3.621	.000
Brand Image	.516	.125	.384	4.143	.000
Tagline	-.182	.126	-.140	-1.444	.152
Brand Ambassador	.278	.073	.297	3.828	.000
Dependent Variabel : Keputusan Pembelian					
Dependent Variable: Purchase Decision					

Source: research data managed by SPSS 25

From table 9, the formula in multiple linear regression analysis is as follows :

$$KP = 7.761 + 0.331 KPr + 0.516 CM - 0.182 T + 0.278 BA + e \quad (1)$$

Conclusion:

1. The coefficient value is 7.761, assuming that the variable of product quality, brand image, tagline, brand ambassador are constant, the purchase decision is 7.761.
2. Product quality variable's regression coefficient number on purchasing decisions is 0.331, meaning that a one-unit rise product quality, purchase decision will also increase by 0.331.
3. Brand Image variable's regression coefficient number on purchasing decisions is 0.516, represents that a one-unit rise brand image would result in a 0.516 increase in purchase decision.
4. Tagline variable's regression coefficient number on purchasing decisions is -0.182, the implication is that an increase of one unit tagline variable is associated with a decrease in purchase decisions by 0.182.
5. Brand Ambassador variable's regression coefficient value on purchasing decisions is 0.278, stating that a one unit increases brand ambassador variable can result in a 0.278 increase in purchase decision.

Hypothesis Test

T test

T-test analysis is used to evaluate the significance of the independent variable on the dependent variable. A significant correlation among the correlation between the independent and dependent variables is considered significant if the significance value in the t-test is below 0.05 (Ghozali, 2018). Table 9 provides t-test findings, which are listed below.

1. Sig. value for the effect of product quality on purchasing decisions is $0.000 < 0.05$ and $t\text{-count } 3.621 > t\text{-table } 1.659$. Product quality has a significant and positive effect on consumer purchase decisions, according to research's findings, which also support the rejection of the H_0 and the acceptance of the H_a .
2. Sig. value for the effect of brand image on purchasing decisions is $0.000 < 0.05$ and $t\text{-count } 4.143 > t\text{-table } 1.659$. The results shows that consumer perception of a brand has a beneficial and substantial effect on buying decisions, as evidenced by the acceptance of the alternative hypothesis and the rejection of the null hypothesis.
3. Sig. value for the effect of tagline on purchasing decisions is $0.152 > 0.05$ and $t\text{-count } -1.444 < t\text{-table } 1.659$. Thus, the null hypothesis is accepted and alternative hypothesis is rejected. This suggest that the tagline is negative and tends to negative and doesn't have a significant effect decision to purchase.
4. Sig. value for the effect of brand ambassadors on purchasing decisions is $0.000 < 0.05$ and $t\text{-count } 3.828 > t\text{-table } 1.659$. Thus, the H_0 is rejected and H_a is accepted, this shows that the brand ambassador has a positive and significant effect of purchasing decisions.

DISCUSSION

Product Quality's Effect on Purchase Decisions

This research showed that H_1 is accepted, product quality has a positive and significant effect on the purchasing decision of Kenangan coffee products. The findings support the theory of affection, where the mental and emotional responses of consumers to the overall quality of Kenangan coffee products can effect purchasing decisions. A good product quality will affect consumer perception and tends to generate positive feelings in the form of consumer satisfaction and trust. This indicates that good product quality will effect someone to decide what to buy. These results are supported by (Fatmaningrum et al., 2020; Fauziah & Supriyono, 2023; Gunawan & Pertiwi, 2022; Pakan & Purwanto, 2022; Ristanti & Iriani, 2020; Segoro & Rifaldi, 2021) who state that product quality has a positive and significant effect on purchasing decisions.

Brand Image's Effect on Purchase Decisions

This research shows that H_2 is accepted, brand image has a positive and significant effect on purchasing decisions. A positive brand image directly contributes to consumers' tendency to choose and purchase Kopi Kenangan products. This research supports the affective theory, where a positive brand image evokes a positive emotional response from consumers, thereby influencing the overall brand evaluation. Thus, brand image becomes one of the factors that effect consumers in their purchases decisions. This research is supported by findings (Aprianti & Tjiptodjojo, 2023; Fatmaningrum et al., 2020; Katerina et al., 2023; Pasaribu, 2022; Ristanti & Iriani, 2020; Simanjutak & Aprianti, 2020) which assert that decisions about what to buy are significantly and favorably effect by brand image.

Tagline`s Effect on Purchase Decisions

This research shows that H3 is rejected, the tagline has a negative and insignificant effect on purchasing decisions. This proves that the tagline is not the main aspect influencing consumer purchase decisions. These findings differ from the research (Erpurini et al., 2022; Venzha & Maulina, 2022) which states that taglines have a positive and significant effect on purchasing decisions. In the perspective of affective theory, this difference in results is due to the tagline's ability to evoke emotional responses from consumers. A strong tagline has the potential to create a positive response towards a brand. However, there are other responses that cause consumers not to feel connected to the brand through the tagline, so the tagline does not have a significant effect on the purchasing decision. These findings are in line with research (Dukalang et al., 2022; Rusni & Solihin, 2022; Tesalonika et al., 2023) which states that taglines have a negative and insignificant effect on purchasing decisions.

Brand Ambassadors`s Effect on Purchase Decisions

This research shows that H4 is accepted, brand ambassadors have a positive and significant effect on purchase decisions. The presence of brand ambassadors demonstrates the success of the strategy of using public figures to build emotional connections with consumers. This research supports the affective theory that emphasizes the role of emotions, feelings, and moods in the decision-making process. Brand ambassadors are capable of eliciting positive emotional responses from consumers towards a brand. These responses can then effect brand evaluation, build trust, create emotional connections, and encourage consumers to make purchasing decisions. These findings are in line with research (Aprianti & Tjiptodjojo, 2023; Venzha & Maulina, 2022; Rahman et al., 2022) according to which brand ambassadors significantly and positively effect consumers decisions to buy.

CONCLUSIONS AND RECOMMENDATIONS

Results proved that product quality, brand image, and brand ambassador positively and significantly effect the decision to purchase Kopi Kenangan Purwokerto. However, taglines have a negative and insignificant effect on purchases decisions. These results show that consumers are more likely to buy Kopi Kenangan products when the product quality is higher, the brand image is stronger, and the brand ambassador is more successful. However, consumers' decisions to buy are not primarily influenced by the catchphrase.

The geographic and demographic reach of Kopi Kenangan in the Purwokerto region is the study's limitation. This implies that, given the possible variations in consumer traits and preferences, the results and conclusions may not be entirely applicable to all Kopi Kenangan consumers in different areas. It is anticipated that future studies will have a larger sample size and not just focus on the Purwokerto region, examine possible moderating factors that might affect the relationship between independent variables and decisions to buy, or use qualitative approaches to better understand consumer perceptions, particularly in relation to taglines' failure to reveal underlying factors that quantitative data might miss.

FURTHER STUDY

Future research must take into account a number of constraints. It is advised that researchers think about changing or broadening the scope of independent factors, including pricing perception, product knowledge, store atmosphere, and brand awareness, that are connected to purchase decisions, as this research has a low adjusted R-square value (52.2%). Second, a more representative image of the features of the population is anticipated as the number of responder samples is increased above 110. Third, the creation of study sites to improve generalization and obtain a more comprehensive understanding.

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