

The Effect of Brand Image, Product Prices, and Product Quality on Repurchases of Kopi Petani Nusantara (Case Study on Kopi Petani Nusantara Consumers in Jakarta)

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ABSTRACT

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The high interest in coffee consumption in Indonesia is not only a coffee-producing country, as quite a lot of consumers. Indonesia was ranked 4th as the world's largest coffee producer in 2016 after Brazil, Vietnam, and Colombia. Of the many types of coffee, in general, there are two types of coffee marketed in Indonesia, namely Arabica coffee and Robusta coffee. This research was conducted using quantitative methods with a population and sample of 112 respondents. The data analysis method used is binomial logistic regression analysis. The results showed that the quality of brand image, product price, and product quality are factors that determine repurchase decisions on Kopi Petani Nusantara in the archipelago, which shows 57.1% to be the determining factor while the rest is determined by other factors. This happens because of the better brand image of a product, so buyers will make repeat purchases to meet their needs, both in terms of Recognition, Reputation, Affinity, and Domain.

Keywords: Decision, Exhibition, Investment, Promotion, Factors

I. INTRODUCTION

Coffee is a drink brewed by coffee beans that have been roasted and ground into powder. Coffee is one of the commodities in the world that is cultivated in more than 50 countries. Two commonly known species of coffee trees are Robusta Coffee (*Coffea canephora*) and Arabica Coffee (*Coffea arabica*). The highest growth occurred the last year 2018/19-2019/20, which was 13.9%. It is estimated that from 2016-2021, coffee consumption will grow by an average of 8.22% per year. In 2021, the coffee supply is predicted to reach 795 thousand tons with a

consumption of 370 thousand tons, resulting in a surplus of 425,000 tons. <https://bixbux.com/bisnis-coffee-shop/>. On the other hand, people have an interest in contemporary coffee and will open up business opportunities to expand their business and expand their business area. In fact, according to a report by PT Toffin and Mix Marketing & Communication data in 2016, the number of coffee shop outlets was 1,083 units. In 2019, the number has reached more than 2,937 units. It is estimated that the number of coffee shop outlets has almost tripled. Here the author as the founder of Indonesian coffee farmers sees that there is a business opportunity in

the development of coffee trends and until now Indonesian coffee farmers have been successfully sold through the online system (Tokopedia, Shopee) and Directly.

A. Repurchase

Consumers have three types of purchases, namely, trial purchases, repeat purchases, and long-term commitment purchases, which usually indicate that existing products are in accordance with consumer needs and consumers are willing to reuse them even in large quantities (Putriani, 2019). After consumers buy the product, satisfied customers will return to buy the product and even praise it in front of others and vice versa if not satisfied then there will be no repeat purchases.

The decision to repurchase (Repurchase Intention) shows the customer's desire for the future. Repurchase behavior is usually often associated with brand loyalty. Loyalty is only to reflect or illustrate the psychological commitment between consumers to a brand, while repeat purchases are made by consumers to buy a brand repeatedly. (Tjiptono, 2014). Repurchase Decision Indicators According to Keller (2016) repurchase decisions can be identified through the following indicators:

1. Transactional: namely the tendency of customers to repurchase a product that has been consumed.
2. Referential: namely the tendency of customers to refer products that have been purchased, so that other people also buy, with reference to their consumption experience.
3. Preferential: Behavior is described as consumers who always have a primary preference for the products they consume. This preference can only be changed if there is a problem with the selected product
4. Explorative: Behavior is described as consumers who are always looking for information about the products they are interested in and looking for

information that supports the positive characteristics of the products they subscribe to.

B. Brand image

Brand image is the consumer's perception of the brand of a product that is formed from information obtained by consumers through the experience of using the product. According to Keller (2016). Brand image is a belief that is formed in the minds of consumers about the object of the product that has been felt and can lead to positive perceptions and consumer confidence in the product or service, thereby increasing brand loyalty. or a strong brand image can provide a major advantage). one can create a competitive advantage.

The image of a brand cannot be implanted directly in the minds of consumers through one medium in a short time, and the image of a brand must be communicated to consumers through various communication media that are available and disseminated repeatedly. Strong It is difficult for the company's image to attract new customers and buy the company's products and retain existing customers (Kotler and Armstrong, 2016)

According to Kotler, a brand has six levels of meaning, namely:

1. Attributes. Brands will first enhance people's attributes for a particular product.
2. Benefits, customers do not buy attributes, but the benefits of buying the product. Therefore, these attributes must be translated into functional and emotional benefits.
3. Value, the brand also reflects the value of the product manufacturer.
4. Culture, a brand represents a certain culture
5. Personality, the brand can be projected on a certain personality.
6. Users, the type of customer the brand recommends to buy the product.

C. Product Quality

Kotler and Armstrong (2016) reveal that product quality is how a product has physical and psychological values that can satisfy consumers and refers to the attributes or characteristics contained by an item or result. Product development involves determining the benefits to be delivered. These benefits are conveyed through product attributes, namely: Product quality has two dimensions, namely level, and consistency. If a product can perform its function, it can be said that the product is of good quality. Product quality dimensions.

Dimensions of Product Quality According to Hestanto's Tjiptono (2019), there are several dimensions of product quality, including:

1. Performance is the main operating and product characteristics purchased. For examples speed, ease of use, and ease of use.
2. Durability, i.e. durability shows the service life of the product, namely the number of uses of the product before it is replaced or damaged. The longer the durability, and of course the longer it lasts, the durable products will be considered to be of higher quality than products that run out or are quickly replaced.
3. Conformance to specifications, namely conformity, namely the extent to which the design and operating characteristics meet predetermined standards. For example, quality control and design, operational characteristics standards are the conformity of product performance with stated standards of a product.
4. Features are those that complement the basic benefits of the product. This function is optional or optional for consumers.
5. Reliability is less likely to be damaged or unusable. For example, quality control and design, standard operating characteristics meet specifications.
6. Aesthetics, namely the attractiveness of products to the five senses, such as physical form, artistic models or designs, colors, etc.
7. Perceived quality, namely consumer perceptions of the overall quality or superiority of the product. Usually, due to the buyer's lack of understanding of the attributes or characteristics of the product purchased, the buyer perceives quality in terms of price, brand, advertising, company reputation, and country of manufacture. The company objected.
8. Serviceability, product quality is determined based on treatment, including speed, capacity, comfort, maintenance, and satisfactory complaint handling.

D. Price

Kotler and Armstrong (2016) say that price is a narrow sense is the fee charged for a product or service; More generally, price is the sum of all the values that customers give up to benefit from having or using a product or service. Andi (2015) argues that price is the main factor influencing buyer choice. Price plays an important role in determining consumer buying behavior. Therefore, before setting the price, the company must check the reference price of several products. There are four indicators that can be used to measure the price of an item according to Pepadri and Sitinjak (2019), namely:

1. Price reference
2. Relatively cheaper price
3. Reasonable price
4. The suitability of the sacrifice and the price according to the benefits.

II. METHODS

This research is explorative, the data acquisition technique is carried out by observation and literature study so that a hypothesis or conclusion is obtained. The purpose of exploratory research is to develop

basic ideas/concepts about a new problem topic or whose origins are unknown at all.

A. Respondent

The respondents came from the age group of 22-27 and 28-35 years. In this age category, the majority of respondents are in their productive period and like to shop. Stomach health factors that are still prime can also be a factor.

B. Data Collection

The data collection method in this study used a questionnaire using a Likert scale, which is a scale that shows the same value in the measured characteristics (Sugiyono, 2016). A research study of census data in which the entire population is used as the research sample.

C. Data Analysis

Analysis of the data in this study using the Binominal Logistics Regression Test Analysis. Binominal Regression Logistics aims to determine the linear relationship between two or more independent variables (X1, X2, and X3) and the dependent variable (Y). This analysis is used to determine the direction of the relationship between the independent variable and the dependent variable if each independent variable has a positive or negative relationship and to predict the value of the dependent variable if the value of the independent variable will be determined. The Logistics Regression Model is:

$$\log \left\{ \frac{Y}{1-Y} \right\} = C + B1X1 + B2X2 + B3X3$$

III. RESULT AND DISCUSSION

A. Result

Validity test

The results of the calculation of r_{xy} or r_{count} are compared with the r_{table} with a significant level of 5%. If the value of r_{count} is greater than r_{table} , then the item

can be said to be valid. According to Burhan (2016), the r_{table} with 34 respondents is 0.3291. If the value of r_{count} is greater than 0.3291 then the item can be said to be valid. The following is a table of the results of the validity of the research instrument.

Table 4. 01
Validity Test X1 (Variable: Brand Image)

Question	r_{xy}	$r_{table} 5\%$ (34)	Description
X1.1	0,765	0,3291	Valid
X1.2	0,682	0,3291	Valid
X1.3	0,791	0,3291	Valid
X1.4	0,722	0,3291	Valid

Table 4. 02
Validity Test X2 (Variable: Product Price)

Question	r_{xy}	$r_{table} 5\%$ (34)	Description
X2.1	0,614	0,3291	Valid
X2.2	0,584	0,3291	Valid
X2.3	0,524	0,3291	Valid
X2.4	0,479	0,3291	Valid

Tabel 4. 03
Validity Test X3 (Variable : Product Quality)

Question	r_{xy}	$r_{table} 5\%$ -34	Description
X3.1	0,536	0,3291	Valid
X3.2	0,639	0,3291	Valid
X3.3	0,612	0,3291	Valid

Reliability Test

The reliability of a research instrument is said to be good if it has a Cronbach's Alpha value > 0.60

Tabel 4. 04
Reliability Test (X1)

	Cronbach's Alpha
X1	.746
X2	.739
X3	.723
Y	.766

From the table above, it is clear that the Cronbach's Alpha value is > 0.600 so it can be said that it is reliable.

Correlation Test

Correlation analysis is used to determine the relationship between two or more independent variables on the dependent variable (Y) simultaneously. The value of R varies from 0 to 1, a value close to 1 means the relationship is getting stronger, while a value close to 0 means the relationship is getting weaker. According to Sugiyono (2016), the guidelines that provide an interpretation of the correlation coefficient are as follows:

- 0.00 - 0.199 = very low
- 0.20 - 0.399 = low
- 0.40 - 0.599 = moderate
- 0.60 - 0.799 = strong
- 0.80 - 1,000 = very strong

The value of the correlation coefficient is determined by the value of R as can be seen in the following table:

Tabel 4. 05
Correlation Matrix

	Y	X1	X2	X3
Y	1.000	.737	.739	.541
X1	.737	1.000	.236	.215
X2	.739	.236	1.000	.144
X3	.541	.215	.144	1.000

Based on the table, the correlation for X1 to Y is 73.7%, for X2 to Y is 73.9% and X3 to Y is 54.1%. This shows that there is a moderate and strong relationship between the independent variable and the dependent variable. It can be seen that the X1 variable, namely brand image, has the highest correlation value on the repurchase decision variable.

Determination Test

The determination Test is used to see how the independent variables contained in the study are able to represent the factors that affect the dependent variable as a whole. The bigger the sig. The result means that the greater the ability of the independent

variables contained in explaining the dependent variable. The following is the coefficient of determination using SPSS version 20 software:

Tabel 4. 06
Coefficient of Determination

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	59.053 ^a	.524	.728

a. Estimation terminated at iteration number 7 because parameter estimates changed by less than .001.

Based on the table, the value obtained is 0.728. This shows that the variation in the behavior of the repurchase decision variable can be explained by the variable that the brand image (X1) price (X2) and quality (X3) are able to represent the repurchase decision variable (Y) of 72.85%. While the remaining 27.15% is explained by other variables not proposed in the study.

Binomial Logistics Regression Test Analysis

Based on the results of the data test using SPSS, the following data were obtained

Tabel 4. 07
Hasil Uji Data Menggunakan SPSS

Variables in the Equation								
	B	S.E.	Wald	Df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Step 1 ^a								
AVGX1	3.133	.737	18.053	1	.000	22.947	5.408	97.370
AVGX2	2.600	.764	11.596	1	.001	13.470	3.015	60.170
AVGX3	1.361	.473	8.261	1	.004	3.899	1.542	9.860
Constant	-22.644	4.281	27.974	1	.000	.000		

a. Variable(s) entered on step 1: AVGX1, AVGX2, AVGX3.

It can be shown the following equation:

$$\text{Log} (Y/1-Y) = -22.644 + 3.133X_1 + 2.600X_2 + 1.361X_3$$

$$Y = 1/(1+ \text{EXP} (-(-22.644 + 3.33X_1, + 2.600X_2 + 1.361X_3)))$$

Description :

- Y' = Repurchase decision
- X1 = Brand Image
- X2 = Price
- X2 = Product Quality

Hypothesis test

T-test (Partial Significance)

Hypothesis Test is Inferential Statistical Science which is used to test the truth of a statement statistically and draw conclusions whether to accept or reject the statement. Assumptions or temporary statements made to be tested for truth are also called hypotheses or hypotheses. The purpose of this hypothesis test is to determine a basis so that it can collect evidence in the form of good data in determining the decision whether to reject or accept the truth of the statements or assumptions that have been made. This hypothesis test also has confidence in objective decision-making.

One of the hypothesis tests is the t-test. The t-test in binomial logistic regression analysis aims to determine whether the independent variable (X) partially has a significant effect on the dependent variable (Y).

Tabel 4. 08

T-Test Results (Partial Significance)

		Variables in the Equation						95% C.I.for EXP(B)	
		B	S.E.	Wald	Df	Sig.	Exp(B)	Lower	Upper
Step 1 ^a	AVGX1	3.133	.737	18.053	1	.000	22.947	5.408	97.370
	AVGX2	2.600	.764	11.596	1	.001	13.470	3.015	60.170
	AVGX3	1.361	.473	8.261	1	.004	3.899	1.542	9.860
	Constant	-22.644	4.281	27.974	1	.000	.000		

a. Variable(s) entered on step 1: X1, X2, X3.

The results of the data analysis above can be interpreted as follows

1. Brand Image

If the value of sig < 0.05, it can be interpreted that the amount of Brand Image partially has a significant effect on the Repurchase variable.

If the value of sig > 0.05, it can be interpreted that the Brand Image variable partially does not have a significant effect on the Repurchase variable.

From the table above, it can be seen that the results of testing the hypothesis on the amount of Brand Image show a significance level of 0.000. The significance value is smaller than 0.05, which can be interpreted that the Brand Image partially has a significant positive determination on Repurchase.

2. Product Price

If the value of sig < 0.05, it can be interpreted that the amount of product price partially has a significant effect on the repeat purchase variable.

If the sig value > 0.05, it can be interpreted that the product price variable partially does not have a significant effect on the repurchase variable.

From the table above, it can be seen that the results of testing the hypothesis of the product price value show a significance level of 0.001. The significance value is smaller than 0.05, which can be interpreted that the price of the product partially has a significant positive determination on Repurchase

3. Product Quality

If the value of sig < 0.05, it can be interpreted that the amount of product quality partially has a significant effect on the Repurchase variable.

If the sig value > 0.05, it can be interpreted that the product quality variable partially has no significant effect on the Repeat Purchase variable.

From the table above, it can be seen that the results of hypothesis testing on the product price value indicate a significance level of 0.004. The significance value is smaller than 0.05, which can be interpreted that the price of the product partially has a significant positive determination on Repurchase.

F-Test (Simultaneous Significance)

The F-Test is known as the simultaneous test or model test / ANOVA test, which is a test to see how the effect of all the independent variables together on the dependent variable. The degree of confidence used is 0.05. If the calculated f value is greater than the f value according to the table, then the alternative hypothesis states that all independent variables simultaneously have a significant effect on the independent variables.

Tabel 4.09**F Test Results (Simultaneous Significance)**

Variables in the Equation							
	B	S.E.	Wald	df	Sig.	Exp(B)	
Step 0	Constant	-.707	.201	12.370	1	.000	.493

The results of the F statistic test show a value of 12.370 with a significance of 0.000. The significant value of F is less than 0.05, thus H_0 is rejected and H_a is accepted. This means that the simultaneous test shows that Brand Image (X1), Product Price (X2) and Product Quality (X3) together have a significant determination on Repurchase (Y)

B. Discussion

Based on data from questionnaires conducted to 112 respondents, they are consumers who have already purchased Kopi Farmers Nusantara. and based on research that has been carried out through the data processing process which was analyzed using SPSS Version 20 software, the following are the results of the research discussion based on the hypotheses that have been made previously: Based on data from questionnaires conducted to 112 respondents, they are consumers who have already purchased Kopi Farmers Nusantara. and based on research that has been carried out through the data processing process which was analyzed using SPSS Version 20 software, the following are the results of the research discussion based on the hypotheses that have been made previously:

1. The basis for decision-making in testing the hypothesis on the partial significant test is done by looking at the significance level. Based on the results of the study, the significant value of brand image from the coefficient table of 0.000 is smaller than 0.05. From the results of these studies, it can be concluded that brand image has a significant influence on repurchase. The brand image variable (X1) has a relationship seen from the correlation value of 0.7373 to the repurchase variable (Y). So, it can be concluded that brand image (X1) has a significant effect of 73.7% on repeat purchases (Y). This is in line with research

conducted by Wajeeha Aslam (2018) and Muhammad Sidi Izzudin (2018) that brand image (X1) has a significant effect on the repurchase (Y). This happens because of the better brand image of a product, so buyers will make repeat purchases to meet their needs, both in terms of Recognition, Reputation, Affinity, and Domain. Based on the correlation test, it can be seen that the brand image variable has a correlation of 73.7% on purchasing decisions. The strongest dimension in X1.3 is 0.791, which is Afiniti, which is a sense of pride in using coffee products by Indonesian farmers. This shows the brand image for the X1.3 dimension as one of the variables with the strongest influence on repurchase decisions.

2. The basis for decision-making in testing the hypothesis on the partial significant test is done by looking at the significance level. Based on the results of the study, the significant value of product quality from the coefficient table of 0.000 is smaller than 0.05. From the results of these studies, it can be concluded that product quality has a significant influence on repeat purchases. The product quality variable (X2) has a relationship seen from the correlation value of 0.739 to the repeat purchase variable (Y). So, it can be concluded that product quality (X2) has a significant effect of 73.9% on repeat purchases (Y). This is in line with research conducted by Sakinah, (Suhaily, 2017) that product quality (X2) has a significant effect on repeat purchases (Y). This happens because the customer will interpret the value of an item, if he feels that the item has a cheap exchange rate but provides a lot of benefits, he will make a repeat purchase. On the other hand, this study is not in line with (W.Sullivan, 2018) that product quality (X2) does not have a significant effect on repeat purchases (Y). This difference may occur because it is influenced by the different scopes of research in terms of time and research location.

3. The basis for decision-making in testing the hypothesis on the partial significant test is done by looking at the significance level. Based on the results of the study, the significant value of the product price from the coefficient table of 0.000 is smaller than 0.05. From the results of these studies, it can be concluded that the price of the product has a significant effect on repeat purchases. The product price variable (X3) has a relationship seen from the correlation value of 0.541 to the repeat purchase variable (Y). So, it can be concluded that the product price (X3) has a significant effect of 54.1% on repeat purchases (Y). This is in line with research conducted by Sakinah, (Graciola, 2019) that the price of the product (X3) has a significant effect on the repurchase (Y). This happens because the customer will interpret the value of an item, if he feels that the item has a cheap exchange rate but provides a lot of benefits, he will make a repeat purchase. On the other hand, this study is not in line with (Praptiestrini, 2019) that the price of the product (X3) does not have a significant effect on the repurchase (Y). This difference may occur because it is influenced by the different scopes of research in terms of time and research location.
4. The basis for decision making in hypothesis testing in the simultaneous test is already by determining whether the independent variables affect the dependent variable. Based on the SPSS output results show that the value of the variable in Equation table Sig is 0.000 smaller than the alpha value (0.05), so it can be concluded that there is a significant influence between brand image (X1), product price (X2) and product quality (X3) to repurchase (Y). Brand image variables (X1) and product prices (X2) have a relationship with a correlation value of 0.728 to the repeat purchase variable (Y). It can be concluded that the product price (X2) has a significant effect of 72.8% on repeat purchases (Y).

IV. CONCLUSION

Based on the results of the study, the conclusions of this study are as follows:

1. Brand Image has a significant positive effect on repurchase. The higher the brand image, there will be an increase in repurchase at Kopi Petani Nusantara.
2. The price of the product has a significant positive effect on repeat purchases. The higher the benefits of product prices owned by employees, there will be the increase in repurchasing at Kopi Petani Nusantara.
3. Product quality has a significant positive effect on repeat purchases. The higher the quality possessed by employees, there will be increased in repurchase at Kopi Petani Nusantara.
4. Simultaneously, brand image, product price, product quality have a significant effect on repurchasing at Kopi Petani Nusantara.

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