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## THE EFFECT OF BRAND IMAGE, PRICE, AND PRODUCT QUALITY ON PRODUCT PURCHASE DECISIONS AT THE NESCAFÉ BOOTH IN SURABAYA



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### Abstract

Rapid developments in the coffee industry have prompted companies to identify the factors that influence consumer purchasing decisions. As a provider of ready-to-drink coffee, Nescafé Booth must pay attention to brand image, price, and product quality in order to remain competitive in the industry. The objective of the present study is to assess how brand perception, cost structures, and quality attributes influence buying intentions at Nescafé outlets. A survey-based quantitative design targeted post-purchase consumers as the sample population. Collected through questionnaires, the dataset was subjected to multiple linear regression via SPSS. Results confirm a favorable and substantial simultaneous effect of brand image, price, and product quality on purchase decisions, wherein brand image holds primacy, followed by pricing and quality, both of which remain significantly impactful. These insights highlight the dual role of emotional drivers like branding alongside cognitive evaluators such as value-for-money pricing and product excellence in consumer decision-making. Therefore, Nescafé outlets must maintain a strong brand image, set attractive prices, and ensure product quality aligns with consumer expectations.

**Keywords:** Brand Image, Price, Product Quality, Purchasing Decisions

## INTRODUCTION

Business growth in the globalization era has experienced rapid advancement, especially within FnB industry. The FnB (Food and Beverage) sector continues to expand because food and drinks are essential daily necessities for people. One of the industries showing notable development in Indonesia is the coffee industry. Based on data from the Central Statistics Agency (BPS) regarding weekly per capita beverage consumption, national coffee consumption—including ground coffee, coffee beans, and instant coffee—has remained relatively stable over the last five years.

Coffee companies, including Nescafé, can capitalize on the significant market opportunity presented by this high consumption of instant coffee by expanding their market reach through product innovation and effective marketing strategies. As part of its strategic development efforts, Nescafé has set up booths to engage with consumers through ready-to-drink coffee products. According to information from Nescafé's official social media accounts, the Nescafé booths currently in operation are managed directly by Nestlé through its Nestlé Professional unit.

Data indicates that Nescafé booths are located in various strategic areas across Surabaya, such as residential areas, educational hubs, commercial districts, and areas with high levels of public mobility. Considering the increasing competition in the market, consumer purchase decisions are one of the most crucial factors for a product's success. This process includes recognizing needs, seeking out information, assessing available alternatives, and making the final decision to buy the product.

According to Kotler in Edyansyah and Ahyar (2022), a purchase decision is the behavior exhibited by consumers in determining whether or not they will buy a product. In this process, several elements affect consumers' purchasing decisions, including product quality, price, and the level of public awareness or recognition of the product.

According to Kotler in Edyansyah and Ahyar (2022), the choice to buy relates to the actions of consumers as they determine whether or not to purchase a specific item. In this process, purchasing decisions are shaped by several factors, including product quality, pricing, and the extent to which the product is recognized by the public.

The focus of this study is on beverage products at the Nescafé Booth. The choice of this research subject is based on the strong consumer interest in Nescafé products, which are recognized as one of the well-known coffee brands. This high interest is supported by a strong brand image, reasonable prices, and product quality that meets consumer needs. This investigation, therefore, seeks to determine if brand image, cost factors, and quality standards exert an influence on purchase intentions in Nescafé retail settings.

## REVIEW OF LITERATURE

### Marketing Mix

The marketing mix is a strategic conceptual framework that companies use to combine various controllable marketing elements in order to influence consumer behavior and achieve marketing objectives. According to Kotler and Armstrong, as cited in Cakryuda and Ikaningtyas (2025), Comprising four core pillars—typically termed the 4 Ps—the marketing mix includes product offerings, pricing mechanisms, distribution

channels (place), and promotional activities.

### **Brand Image**

According to Kotler and Keller, as cited in Fauzi and Tantra (2023), the term "brand image" denotes the way consumers perceive and respond to a brand, shaped by their views, understanding, and thoughts about that particular brand. Brand image reflects the extrinsic characteristics of the products or services offered, including how a brand seeks to meet consumers' psychological and social needs.

### **Price**

Price represents the financial outlay or perceived worth required by buyers to procure a given good or service. Price is a crucial element in marketing because it is directly linked to the value perceived by consumers and the company's revenue. (Kotler in Rizky and Suyuthie, 2024)

### **Product Quality**

According to Kotler and Keller, as cited in Abdillah and Jaya (2025), Product quality signifies a product's capacity to function effectively or yield outcomes that satisfy or surpass consumer expectations. Product quality is not assessed solely based on physical aspects or appearance, but also on how far the product can satisfy consumers' expectations, needs, and desired standards.

### **Purchase Decision**

The buying decision is a stage in the consumer decision-making process that occurs once they have assessed and contrasted the different options that are available. At this stage, consumers have reached a certain level of confidence to select and purchase the product or service they deem most appropriate. The choice to buy is not an impulsive act; rather, it follows a series of systematic steps. This process begins with recognizing a need, gathering information, assessing various options, making the purchase, and finally evaluating the experience post-purchase. (Kotler and Armstrong in Puspita and Rahmawan, 2021)

### **The Relationship Between Brand Image, Price, and Product Quality and Purchase Decisions**

Consumer purchase choices are shaped by key determinants such as brand equity, cost considerations, and quality features. Scholarly investigations reveal that brand perception and product excellence positively and significantly influence buying decisions. This finding is in line with the study conducted by Ardiyanti et al. (2025), which stated that brand image has a significant effect on consumer purchasing decisions. Additionally, price also demonstrates a positive and significant influence, where competitive pricing that aligns with the value offered can increase consumer interest in making a purchase (Suryabhuana, 2025).

Furthermore, product quality, based on the research by Saputri and Surianto (2023), has likewise been shown to positively and significantly influence purchasing decisions. Thus, these three variables, both theoretically and empirically, have an important influence on consumer purchasing decisions, making them important variables to be examined in this study.

## RESEARCH METHOD

The investigation applies a quantitative methodology featuring an associative design, relying on surveys to collect data via respondent questionnaires. Specifically, it focuses on individuals purchasing coffee products from Nescafé stores located in Surabaya. Utilizing Slovin's formula with an error margin of 8%, 157 respondents were selected as samples. Purposive sampling constitutes the methodological approach employed for participant selection in the present study.

The research draws on both primary and secondary sources. Primary data are derived directly from consumer-filled questionnaires, whereas secondary data are sourced from literature such as books, scholarly journals, articles, sales documentation, and online social platforms. The collected data is analyzed using IBM SPSS Statistics 27 software with multiple linear regression to examine how brand image and product quality influence consumer purchasing decisions.

### Research Hypothesis

H1: Brand image, pricing, and product quality collectively have a notable impact on consumer purchasing decisions at Nescafé outlets in Surabaya.

H2: Brand image significantly influences consumer purchasing decisions at Nescafé outlets in Surabaya.

H3: Price has a significant effect on consumer purchasing decisions at Nescafé outlets in Surabaya.

H4: Product quality significantly affects consumer purchasing decisions at Nescafé outlets in Surabaya.

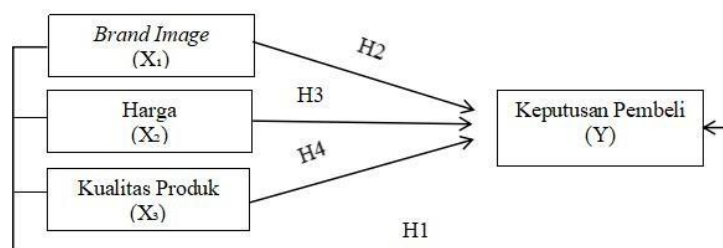


**Figure 1.**  
**Conceptual Framework**  
*Source: Processed by the author, 2026*

## RESULTS AND DISCUSSION

### The characteristics of the respondents in this study were classified by age, gender, and occupation

Based on age, most respondents were in the 17–22 age group, with a total of 118 people (75.16%), followed by the 23–28 age group with 31 people (19.75%), the 29–34 age group with 5 people (3.18%), and 3 people (1.91%) aged over 34. This indicates that Nescafé Booth consumers in Surabaya are predominantly from the younger age group. By gender, female respondents were in the majority, totaling 115 people (73.25%), while male respondents numbered 42 people (26.75%). Meanwhile, by occupation, the majority of respondents were students, totaling 130 people (82.87%). Other respondents included 2 civil servants (1.27%), 5 self-employed individuals (3.18%), 2 homemakers (1.27%), 13 employees (8.28%), and 5 in other occupations (3.18%). Thus, it can be concluded that most consumers of the Nescafé Booth in Surabaya are female students aged 17–22 years.

### Validity Test

The validity test results for each variable indicator produced scores higher than the critical value of 0.361. This indicates that every indicator in this study is valid and appropriate for use as a data collection tool.

### Reliability Test

Reliability assessment via Cronbach's alpha coefficients indicates that every variable exceeds the 0.60 benchmark, affirming the instruments' stability and trustworthiness. Values include 0.832 for brand image, 0.927 for price, 0.958 for purchase decision, and 0.863 for product quality.

### Normality Test

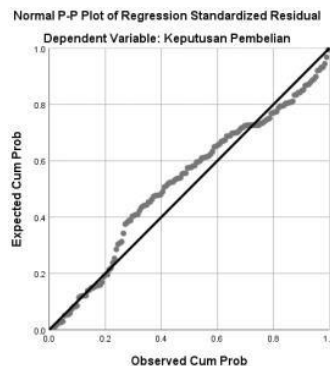


**Figure 2.**  
**Normal P-P Plot**

Source: Data analyzed using SPSS 27, 2026

The results of the normality test are further validated by the P-P normal plot of the standardized regression residuals, illustrated in Figure 1. This plot displays data points dispersed along the diagonal line, closely aligning with it, which confirms the normal distribution of residuals within the regression framework.

## Multicollinearity Test

**Table 1.**  
**Multicollinearity Test**

| Model |         | Collinearity Statistics |       |
|-------|---------|-------------------------|-------|
|       |         | Tolerance               | VIF   |
| 1     | Totalx1 | .454                    | 2.203 |
|       | Totalx2 | .457                    | 2.190 |
|       | Totalx3 | .507                    | 1.974 |

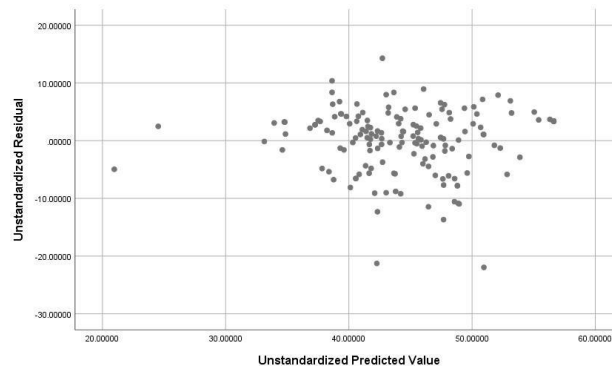
a. Dependent Variable: Totaly

Source: Data analyzed using SPSS 27, 2026

Brand image exhibits a tolerance of 0.454 and VIF of 2.203; price displays 0.457 and 2.190; product quality records 0.507 and 1.974. With all tolerances exceeding 0.1 and VIFs below 10, the regression model is free from multicollinearity, thereby fulfilling the non-multicollinearity assumption.

## Heteroscedasticity Test

**Table 2.**  
**Heteroscedasticity Test**



Source: Data analyzed using SPSS 27, 2026

As shown in Table 2, significance levels (p-values) of the three independent variables all surpass 0.05. This suggests that the residuals in the regression model exhibit constant variance, meaning they are homoscedastic. In other words, the test results found no indication of heteroscedasticity in the analyzed regression model, so the model can be considered valid for use in further analysis.

## Multiple Linear Regression Test

**Table 3.**  
**Multiple Linear Regression Test**

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | -5.467                      | 3.907      |                           | -1.399 | .164 |
|       | Totalx1    | .664                        | .150       | .366                      | 4.421  | .000 |
|       | Totalx2    | .305                        | .102       | .247                      | 2.992  | .003 |
|       | Totalx3    | .465                        | .178       | .205                      | 2.610  | .010 |

a. Dependent Variable: Totaly

Source: Data analyzed using SPSS 27, 2026

### 1. Constant ( $\alpha$ ) = -5.467

A constant term of -5.467 implies that purchase decisions (Y) stand at -5.467 under conditions where brand image (X1), pricing (X2), and product quality (X3) are fixed at null values. However, its significance probability of 0.164, exceeding the 0.05 cutoff, renders it statistically insignificant.

### 2. Regression coefficient for X1 (Brand Image) = 0.664

Featuring a t-value of 4.421 and significance of 0.000, brand image demonstrates a meaningful positive impact on Y, whereby each unit increase in this variable boosts Y by 0.664, holding other factors constant. Since the significance level is below 0.05, the hypothesis is accepted.

### 3. Regression coefficient for X2 (Price) = 0.305

A t-statistic of 2.992 with  $p = 0.003$  substantiates the positive and statistically significant effect of the price variable on Y. This implies that for every one-unit increase in price, Y increases by 0.305, assuming all other variables remain unchanged. As the significance level is below 0.05, the hypothesis is confirmed.

### 4. Regression coefficient X3 (Product Quality) = 0.465

The t-statistic stands at 2.610 with a significance of 0.010, confirming product quality's favorable and substantial impact on the dependent variable (Y). Consequently, a unit increment in quality boosts Y by 0.465, with other variables unchanged. As the significance level is below 0.05, the hypothesis is accepted.

## Coefficient of Determination ( $R^2$ ) Test

**Table 4.**  
**Coefficient of Determination ( $R^2$ ) Test**  
**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .724 <sup>a</sup> | .524     | .514              | 5.61066                    |

a. Predictors: (Constant), Kualitas Produk, Harga, Brand Image

Source: Data analyzed using SPSS 27, 2026

According to the findings of the  $R^2$  test presented in Table 4, the R-value stands at 0.724. These results denote a moderately robust association among product quality, pricing, and brand image with respect to purchase decisions, evidenced by an  $R^2$  of 0.524. Thus, the independent variables collectively account for 52.4% of the variance in the dependent variable (purchase decision).

On the other hand, The residual 47.6% stems from other unexamined influences. Meanwhile, an adjusted  $R^2$  of 0.514 suggests the model maintains moderate explanatory power for the dependent variable, post-adjustment for predictor count.

## F Test

**Table 5.**  
**F Test**

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 5295.538       | 3   | 1765.179    | 56.074 | .000 <sup>b</sup> |
|       | Residual   | 4816.373       | 153 | 31.480      |        |                   |
|       | Total      | 10111.911      | 156 |             |        |                   |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, Harga, Brand Image

Source: Data analyzed using SPSS 27, 2026

The ANOVA results reveal an F-value of 56.074 with a p-value of 0.000, which is less than the 0.05 threshold. The F-value obtained (56.074) exceeds its critical counterpart (2.66), evidencing a collective significant influence of brand perception, cost, and quality attributes on consumer purchase intentions. Thus, the study's first hypothesis (H1) is supported.

## t Test

**Table 6.**  
**t Test**  
**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | -5.467                      | 3.907      |                           | -1.399 | .164 |
|       | Totalx1    | .664                        | .150       | .366                      | 4.421  | .000 |
|       | Totalx2    | .305                        | .102       | .247                      | 2.992  | .003 |
|       | Totalx3    | .465                        | .178       | .205                      | 2.610  | .010 |

a. Dependent Variable: Totally

Source: Data analyzed using SPSS 27, 2026

Based on the t-test results, all independent variables are shown to have a positive and significant influence on purchasing decisions. Brand image (X1) yields a t-statistic of 4.421 ( $> 1.976$ ) and  $p = 0.000$  ( $< 0.05$ ), supporting H2. Similarly, price (X2) registers  $t = 2.992$  ( $> 1.976$ ) with  $p = 0.003$  ( $< 0.05$ ), upholding H3. Product quality (X3) also shows  $t = 2.610$  ( $> 1.976$ ) and  $p = 0.010$  ( $< 0.05$ ), thereby confirming H4.

### The Effect of Brand Image, Price, and Product Quality on Purchase Decisions at the Nescafe Booth

Results from hypothesis testing affirm that brand image, pricing, and product quality collectively exert a positive and statistically significant influence on buying decisions at Nescafé outlets. This is evidenced by an F-value of 56.074 surpassing the critical value of 2.66, accompanied by a significance probability of 0.000, below the 0.05 threshold. Accordingly, H1 is accepted.

The findings of this study show that the three variables work together and strengthen one another in affecting consumers' purchasing decisions. A compelling brand image fosters consumer confidence and enhances perceptual positivity. At the same time, affordable pricing provides equitable monetary worth, complemented by high-caliber product attributes that satisfy demands in taste profile, textural consistency, and aesthetic presentation. Additionally, the direct purchasing experience at the booth further strengthens consumers' interest in making a purchase.

These results are consistent with the findings of previous research conducted by Ardiansyah et al. (2023). The results demonstrate a concurrent positive and substantial impact of brand perception, cost structure, and quality attributes on consumer buying behavior, with brand perception identified as the leading influencer.

### The Influence of Brand Image on Purchasing Decisions at the Nescafe Booth

The analysis of the second hypothesis (H2) confirms a favorable and substantial effect of brand perception (X1) on purchase intentions at Nescafé booth, substantiated by a t-statistic of  $4.421 > 1.976$  and significance probability of 0.000, which falls below the 0.05 benchmark. Consequently, H2 is accepted.

Brand image reflects consumers' perceptions of Nescafé's reputation, quality, and uniqueness. These findings support the theory by Philip Kotler and Kevin Lane Keller, which states that brand image is formed from the experiences, information, and promotions received by consumers.

The current findings are consistent with Cakrayuda and Ikaningtyas's study, demonstrating that brand perception positively and substantially affects purchasing choices. In particular, the assertion "Nescafé enjoys a good reputation" achieved the top score here, highlighting brand perception's preeminence in shaping consumers' purchase decisions.

### **The Effect of Price on Purchasing Decisions at the Nescafé Booth**

Analysis of the third hypothesis (H3) confirms a favorable and statistically meaningful effect of price (X2) on buying behavior, substantiated by a t-statistic of  $2.992 > 1.976$  and significance level of 0.003, below the 0.05 threshold, thereby upholding H3. These outcomes highlight pricing as a critical determinant in consumers' Nescafé product acquisition decisions.

According to Philip Kotler, price not only reflects a product's economic value but also serves as an indicator of the quality and benefits received by consumers. This finding is consistent with the study conducted by Belia et al. (2023), which found that price has a significant effect on purchasing decisions, especially when consumers perceive that the price matches the quality of the product.

Descriptive data show that the statement "I am willing to repurchase Nescafé products because the price is appropriate" received the highest score. This suggests that suitable pricing heightens consumer engagement and fosters loyalty through repeated buying.

### **The Effect of Product Quality on Purchase Decisions at the Nescafé Booth**

The results demonstrate a favorable and meaningful impact of the product quality variable (X3) on purchase decisions, supported by  $t = 2.610$  surpassing 1.976, with significance at 0.010 ( $< 0.05$ ), thereby accepting H4 (null).

Puspita and Rahmawan's research, citing Philip Kotler, defines product quality as a product's proficiency in meeting consumer needs and expectations. The study additionally verifies that product quality positively and significantly affects buying intentions.

Descriptive data in this study show that the statement "I feel that Nescafé drinks are served cleanly" received the highest score. This indicates that cleanliness in serving is a key factor in shaping consumers' positive perceptions of product quality, thereby enhancing trust and driving purchasing decisions.

## **CONCLUSION**

The empirical results demonstrate a concurrent favorable and substantial impact of brand image, price levels, and quality standards on buying behavior at Nescafé stands. This implies that strong branding, affordable costs, and high-quality features effectively sway consumers in favor of Nescafé products. Individually, Brand Image is the most influential variable, indicating that the stronger consumers' perception of the Nescafé brand, the higher their intention to purchase. In addition, a price that is considered fair in relation to

product quality and benefits encourages both purchasing and repeat buying behavior. Product Quality also contributes positively to purchasing decisions, especially in terms of taste, presentation hygiene, and consistency. Therefore, consumer purchasing decisions at the Nescafé Booth are influenced by both emotional aspects through brand image and rational considerations through price and product quality.

The study's outcomes recommend that Nescafé persist in nurturing and strengthening brand perception through exemplary customer service, visually engaging booth layouts, and proactive marketing initiatives aimed at heightening awareness and loyalty among buyers. Additionally, competitive pricing that aligns with product quality must be maintained to boost purchasing interest and customer loyalty. Product quality must also be consistently maintained through consistent taste, clean presentation, and prompt service to ensure consumers have a positive purchasing experience. Subsequent studies should incorporate supplementary variables—including promotional strategies, service excellence, locational factors, lifestyle elements, and social media influences—while expanding sample size and geographical coverage to yield more robust, generalizable findings.

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