

## THE EFFECT OF ADVERTISING, IMAGE, BRAND TRUST, AND PRICE ON INTEREST TO BUY NESCAFE READY-TO-DRINK COFFEE IN PERLABIAN VILLAGE

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### Abstract

Purchase intention is a response or an effective process when liking a product. Purchase intention is influenced by advertising, brand image, trust, and product prices. This study aims to determine the effect of advertising, brand image, trust, and price on buying intention of ready-to-drink Nescafe coffee in Perlavian Village. The method used in this study is a quantitative method by collecting data using a questionnaire instrument. The population in this study is the Perlavian Village community. Determination of the sample using a non-probability sampling method with a purposive sampling technique in order to obtain a sample of 100 respondents. Data was obtained from the results of a questionnaire using the Google form. Data were analyzed using instrument testing techniques (validity and reliability tests), linear regression tests, classical assumption tests (normality and heteroscedasticity), and hypothesis testing (coefficient of determination) using SPSS. The results showed that the simultaneous variables of advertising, brand image, brand trust, and product prices have a significant effect on purchase intention. Meanwhile, partially, only advertising, brand trust, and product prices have a significant effect on the intention to buy Nescafe ready-to-drink coffee in Perlavian Village, while the brand image variable has no effect. Companies need to improve the brand image owned by ready-to-drink Nescafe products, especially for the people of Perlavian Village so that people make ready-to-drink Nescafe products their first choice.

**Keywords:** Advertising, Brand Image, Brand Trust, Price, Purchase Intention

## INTRODUCTION

Modernization has an impact on social change in society. This is due to the increasing needs of life along with the times. In meeting their needs, each individual has different rules and judgments when determining the product of choice. The rules and judgments made are related to price, model, shape, packaging, quality, function, and other factors according to needs and buying interest (Firmansyah, 2019). This causes companies to compete with each other in creating products that suit their needs (Indrasari, 2019).

Company competition in creating products can be seen from the many ready-to-eat products that have become a trend in this century as practical products that can be consumed anytime and anywhere (I. C. Dewi et al., 2022). One fast-food product that is getting attention, especially among young people, is coffee. Coffee is a drink that is very popular with all people around the world.

According to data from the International Coffee Organization (ICO), global coffee consumption in 2020-2021 has increased by 1.3% compared to 2019-2020 with a total consumer product of 166.35 million bags per 60 kg size. Indonesia ranks fourth and fifth as the largest coffee-consuming country in the world after the European Union, the United States, Brazil, and Japan with a total consumption of 5 million bags per 60 kg (International Coffee Organization, 2021).

One of the ready-to-drink coffee products that has big branding in Indonesia is Nescafe, which is produced by PT. Nestle Indonesia. This product is spread all over Indonesia, both in urban and rural areas, including in Perlabian Village, South Labuhanbatu Regency, North Sumatra Province. Nescafe is quite popular because it always innovates according to consumer needs so it has various flavors and ready-to-drink coffee packages.

Based on data (Top Brand Award, 2022), Nescafe products with ready-to-drink packaging are ranked 3<sup>rd</sup> as the TOP Brand Award with a brand increase of 1.6 % compared to 2021 but this figure is far below Good Day and Luwak products White Coffee so it can be concluded that consumer buying interest in this product is lower than packaged coffee products from Good Day and Luwak White Coffee.

Purchase intention is a response or an effective process when liking a product that is carried out prior to purchasing activities by finding out consumer needs and products that

can meet consumer needs so as to generate a desire to make purchases in the future depan (Chetioui et al., 2020; Richardo et al., 2020; Septyadi et al., 2022).

The initial survey that the author conducted with 20 respondents from Perlarian Village showed that all respondents knew Nescafe products were ready to drink. Furthermore, from 20 respondents, 17 respondents (85%) had consumed ready-to-drink Nescafe products while the other 3 (15%) had never. The strongest reasons for respondents being interested in buying this product were based on product quality (80%), the well-known Nescafe brand among the public (10%), attractive product advertisements (5%), and affordable prices (5%).

Buying interest appears by itself after getting stimulation after seeing a product (Febriani & Dewi, 2018). Strong buying interest will encourage consumer confidence to make purchases (Supardin, 2022). Purchase intention has a significant influence on product purchasing decisions (Alfatiha & Budiatmo, 2020). The higher the purchase intention, the higher the consumer's decision to buy a product or service (Septyadi et al., 2022). According to Septyadi, buying interest is influenced by various factors such as advertising, brand image and trust as well as the price offered by the product.

Advertising is defined as a form of message conveyed to the wider community by using the media. Advertising can be used effectively to build a long-term image of a product or company and can trigger immediate purchases (Putra & Heriyanto, 2017). Advertising has a positive and significant influence on consumer buying interest in a product (Albar et al., 2022). Advertisements will provide stimulus stimuli to generate consumer buying interest so that advertisements must be packaged as attractively as possible in order to have a positive influence on consumer buying interest (Anggraeni & Sonni, 2022; Christea & Nisa, 2022; Rokhmawati et al., 2022; Tangka & Dotulong, 2022).

Based on the results of research conducted by Juliana, it shows that brand identity and brand image are significant factors in determining customer satisfaction and purchase intention. Furthermore, the impact of customer satisfaction on purchase intention is very significant. The Marketing 4.0 approach that focuses on brand identity and brand image can influence customer satisfaction and further increase customer purchase intentions (Juliana et al., 2021). The company's brand image plays a very important role in developing consumer buying interest, a good image is expected to increase consumer interest in

buying. In addition, companies need to increase brand trust so that there is an increase in consumer interest in buying products, so that in the future, increased public buying interest can influence product sales (Renaldi & Yulianthini, 2022a).

Price influences buying interest and is one of the dominant factors influencing consumer buying interest (Marsudi & Triyanto, 2022; Sunardi et al., 2022). This is caused by the ability of consumers to buy a product is determined based on the amount of money owned by consumers and compare the facilities obtained from purchasing a product (Japarianto & Adelia, 2020). The better the consumer's perception of price, the better the consumer's buying interest (Bakti, 2020; Septyadi et al., 2022). Companies must provide prices that are affordable, competitive, and in accordance with quality to influence consumer buying interest (Wulandari & Calista, 2022).

## **REVIEW OF LITERATURE**

### **Purchase Interest**

According to Kotler & Keller (2009), purchase intention is a person's tendency to carry out planned buying behavior according to interest in purchasing the desired product brand (Weismueller et al., 2020). Meanwhile according to Widyanto & Agusti (2020), purchase intention is an indication of a customer's plan to buy and measures the likelihood of buying a particular product. Buying interest is directly proportional to the behavior of a person buying a product. The higher the consumer's buying interest, the higher the possibility of consumers buying the product. In this study the indicators of buying interest that the authors use is adapted from Bestari (2020) namely transactional interest, referential interest, and explorative interest

### **Advertisement**

Advertising is one of the marketing communication media that is often used as an effort to introduce products to consumers. With advertising media, the advantages and benefits of a product can be conveyed to consumers even before consumers own the product (Maysaroh et al., 2022). Advertising is needed by a company to introduce the products offered to consumers and increase consumer interest in buying these products (Wijaya & Dewi, 2022). In this study, the advertising indicators that the authors use are adapted from Wibisono in Ali & Widodo (2022) explained that an advertisement is said to

be ideal if the advertisement is attractive, creates a desire for consumers to try the product, and generates attention.

### **Image**

Brand image is defined as the interpretation of various information received by consumers (Partiwi & Arini, 2021). Brand image in general is everything that is embedded in the minds of consumers in the form of colors, symbols, product attributes, and logos (C. P. Dewi & Dermawan, 2022). In this study, the brand image indicators that the authors use are adapted from Hastono (2019) namely the strength of brand associations, the advantages of brand associations, and the uniqueness of brand associations.

### **Brand Trust**

Brand trust is defined as consumer confidence in the brand strength of a product (C. P. Dewi & Dermawan, 2022). Brand trust is a feeling of comfort experienced by consumers when interacting with a brand based on the response that the brand can be trusted (Ang & Keni, 2021; Haryanto & Sektiyaningsih, 2021). Brand trust is the key to establishing relationships between companies and consumers which can be seen from the use of products in the long term (Loganathan, 2022). In this study, the brand trust indicators that the authors use are adapted from C. P. Dewi & Dermawan (2022) namely brand reliability, brand characteristics, and consumer brand characteristics.

### **Price**

Price is defined as one of the determinants of a company's success in determining the amount of profit from the sale of its products (Marpaung et al., 2021). Price is the amount of money that consumers pay to sellers to get a product (Yanelka et al., 2022). Determination of product selling prices must be in accordance with consumer purchasing power by considering factors of profit, costs, changes in market demand, and competitors (Habibie et al., 2022). In this study, the advertising indicators that the authors use are adapted from Kotler & Armstrong (2016) who explained that there are several indicators that serve as benchmarks for product prices, namely price affordability, price compatibility with product quality and benefits, and price compatibility with consumer capabilities or competitiveness.

## RESEARCH METHOD

The method used in this study is a quantitative descriptive method by collecting data using a questionnaire instrument. The population in this study is the Perlabian Village community. Determination of the sample using the non-probability sampling method with purposive sampling technique, namely determining the sample based on the researchers' criteria, namely the people of Perlabian Village who buy and consume Nescafe Ready to Drink products, the number of which is not known with certainty. According to Sugiyono (2021), if a study is not known with certainty the number of the population used, the sample is determined by the Cochran formula:

$$n = \frac{Z^2 Pq}{e^2}$$
$$n = \frac{1,96^2 \cdot 0,5 \cdot 0,5}{0,1^2}$$
$$n = 96,04$$

Information:

n = number of samples used

Z = normal distribution level at a significant level of 1.96

p = right 50% chance (0.5)

q = 50% chance of being wrong (0.5)

e = sampling error 10%

Based on these calculations, it was obtained that the number of samples was 96.04 in order to facilitate the calculation of the sample research to be 100 respondents. Research data collection techniques used questionnaires distributed via Google forms in the form of questions with a Likert Scale scoring: Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), Strongly Disagree (1). While the data analysis method uses statistical formulas, namely the instrument testing technique (validity test and reliability test), linear regression test, classical assumption test (normality and heteroscedasticity), and hypothesis testing (coefficient of determination) using SPSS assistance.

## RESULTS AND DISCUSSION

Based on the results of research conducted on 100 respondents, it was found that the respondents were dominated by young people aged 21 years (25%), male sex (51%), last education was high school (75%) with employment status as a student/student (54%) and the quantity of product consumption was more than twice (80%).

### Instrument Test

#### Validity Test

A validity test is used to measure whether the data that has been obtained from the research process with a questionnaire is valid (correct) data or not. The decision of whether data is valid or not is known by looking at the correlation value between the item scores and the total score, if the significance value of the correlation  $r$  is above 0.005 it is concluded that the instrument items in the questionnaire are valid (Sugiyono, 2019). The following are the results of the validity test obtained:

**Table 1**  
**Validity Test**

Variable	Statement	Significant Value (Sig-2 Tailed)	Information
<b>Buying Interest (Y)</b>	Y1	0.000	Valid
	Y2		
	Y3		
	Y4		
	Y5		
	Y6		
<b>Advertisement (X1)</b>	X1.1	0.000	Valid
	X1.2		
	X1.3		
	X1.4		
	X1.5		
	X1.6		
<b>Brand Image (X2)</b>	X2.1	0.000	Valid
	X2.2		
	X2.3		

	X2.4		
	X2.5		
	X2.6		
	X3.1		
	X3.2		
<b>Brand Trust (X3)</b>	X3.3	0.000	Valid
	X3.4		
	X3.5		
	X3.6		
	X4.1		
	X4.2		
<b>Product Price</b>	X4.3	0.000	Valid
	X4.4		
	X4.5		
	X4.6		

Source: Data Processing Results, 2023

Based on Table 2 it can be seen that each statement item has a significance value of  $0.000 < 0.005$ , it is concluded that the instrument items in the questionnaire are valid.

### Reliability Test

The reliability test is used to measure the consistency of the measurement results from the questionnaire used. The decision of a questionnaire is said to be reliable (reliable) by looking at the value of the Cronbach alpha coefficient  $> 0.6$  (Sugiyono, 2019). The following are the reliability test results obtained:

**Table 2**  
**Reliability Test Results**

Variable	Cronbach's Alpha	Information
Buying Interest (Y)	0.636	Reliable
Advertisement (X1)	0.621	Reliable
Brand Image (X2)	0.661	Reliable
Brand Trust (X3)	0.716	Reliable
Product Price (X4)	0.623	Reliable

Source: Data Processing Results, 2023

Based on table 3 it can be seen that all variables namely Purchase Intention (Y), Advertising (X1), Brand Image (X2), Brand Trust (X3), Product Price (X4) have a Cronbach’s alpha value > 0.6, it is concluded that the questionnaire is reliable.

**Classic Assumption Test**

**Normality Test**

A regression model will be good if it has a normal data distribution, so before further testing is carried out, a normality test is carried out first. In this study the results of the normality test are known by looking at the significance value from the One-Sample Kolmogorov-Smirnov Test table, if the significance value is > 0.05, the data is normally distributed

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual	
N		100	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	1.45900793	
Most Extreme Differences	Absolute	.072	
	Positive	.071	
	Negative	-.072	
Test Statistic		.072	
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>	
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.	.217	
	99% Confidence Interval	Lower Bound	.207
		Upper Bound	.228

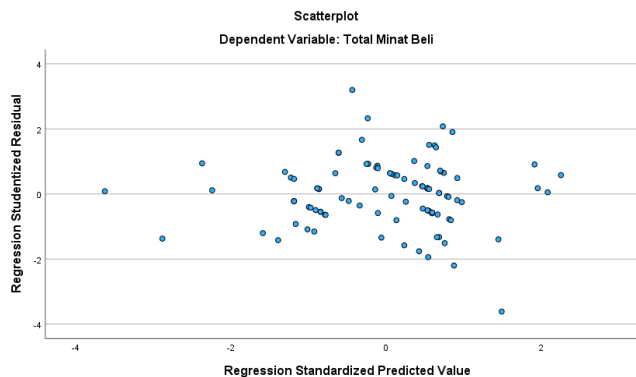
a. Test distribution is Normal.  
 b. Calculated from data.  
 c. Lilliefors Significance Correction.  
 d. This is a lower bound of the true significance.  
 e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

**Figure 1**  
**Normality Test Results**  
 Source: Data Processing Results, 2023

Based on table 4 it can be seen that from the Kolmogorov-Smirnov test results a significance value of 0.20 > 0.05 concluded that the data is normally distributed.

**Heteroscedasticity Test**

A regression model will be good if the data obtained does not experience heteroscedasticity. To find out, it can be seen from the distribution of dot patterns on the Scatterplot, if the data is spread randomly and thoroughly so that there is no clear pattern, then heteroscedasticity does not occur. Following are the results of the heteroscedasticity test:



**Figure 2**  
**Heteroscedasticity Test Results**  
 Source: Data Processing Results, 2023

Based on Figure 1, it can be seen that the dot data is randomly distributed and thoroughly so that there is no clear pattern, the parameter coefficients for all independent variables do not experience heteroscedasticity.

**Multiple Linear Regression Analysis**

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.953	2.443		2.027	.045		
	Total Iklan	.211	.092	.221	2.292	.024	.584	1.712
	Total Citra Merek	.058	.106	.061	.550	.584	.449	2.226
	Total Kepercayaan Merek	.297	.105	.335	2.830	.006	.388	2.577
	Total Harga	.241	.096	.225	2.521	.013	.684	1.462

a. Dependent Variable: Total Minat Beli

**Figure 3**  
**Multiple Linear Regression Analysis Results**  
 Source: Data Processing Results, 2023

Based on table 5, the regression equation  $Y = 4.953 + 0.211X_1 + 0.058X_2 + 0.297X_3 + 0.241X_4$ . The positive constant value is 4.953, meaning that if there is no change in the advertising variable, brand image, brand trust, and price then the interest in buying Nescafe Ready to Drink Coffee is 4.953. The regression coefficient value of the advertising variable is 0.211, meaning that if the advertising variable increases by one unit, then the interest in buying Nescafe Ready to Drink Coffee increases by 0.211 and contributes positively. The regression coefficient value of the brand image variable is

0.058, meaning that if the brand image variable increases by one unit, then the interest in buying Nescafe Ready to Drink Coffee increases by 0.058 and contributes positively. The regression coefficient value of the brand trust variable is 0.297, meaning that if the brand trust variable increases by one unit, then the interest in buying Nescafe Ready to Drink Coffee increased by 0.297 and contributed positively. The regression coefficient value of the price variable is 0.241, meaning that if the price variable increases by one unit, then the interest in buying Nescafe Ready to Drink Coffee increases by 0.241 and contributes positively

**F Test (Simultaneous)**

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	196.248	4	49.062	22.117	<.001 <sup>b</sup>
	Residual	210.742	95	2.218		
	Total	406.990	99			

a. Dependent Variable: Total Minat Beli  
 b. Predictors: (Constant), Total Harga, Total Iklan, Total Citra Merek, Total Kepercayaan Merek

**Figure 4**  
**F Test Results (Simultaneous)**  
 Source: Data Processing Results, 2023

Based on Table 6 it is known that from the results of the F test obtained a significance value of  $0.000 < 0.05$ , it is concluded that each independent variable simultaneously (simultaneously) has a significant effect on the dependent variable.

**T Test (Partial)**

**Table 3**  
**T Test Results (Partial)**

Variable	Significance Value	Information
Advertisement	0.024	Influential
Brand Image	0.584	No effect
Brand Trust	0.006	Influential
Product Price	0.013	Influential

Source: Data Processing Results, 2023

Based on Table 7 it is known that from the results of the T-test the following conclusions are obtained: 1) Advertisements have a significance value of  $0.024 < 0.05$ , meaning that there is a significant influence between advertisements on buying interest in Nescafe ready-to-drink coffee; 2) Brand image has a significance value of  $0.584 > 0.05$ , meaning that there is no significant influence between brand image and intention to buy ready-to-drink Nescafe coffee; 3) Brand Trust has a significance value of  $0.006 < 0.05$ , meaning that there is a significant influence between brand trust and intention to buy ready-to-drink Nescafe coffee; 4) Product prices have a significance value of  $0.013 < 0.05$ , meaning that there is a significant influence between product prices on buying interest in Nescafe ready-to-drink coffee.

### Determination Coefficient Test

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694 <sup>a</sup>	.482	.460	1.48941

a. Predictors: (Constant), Total Harga, Total Iklan, Total Citra Merek, Total Kepercayaan Merek  
b. Dependent Variable: Total Minat Beli

**Figure 5**  
**Test Results for the Coefficient of Determination**  
Source: Data Processing Results, 2023

Based on Table 8, it is known that the value of R<sup>2</sup> (Adjusted R Square) is 0.460, which means that the variation of the independent variables, namely advertising, brand image, brand trust, and product prices can explain the purchase intention variable by 46% while the remaining 54% is explained by other variables not examined in this study.

### The Effect of Ads on Buying Intentions to Buy Nescafe Ready-to-Drink Coffee

Based on the results of hypothesis testing, it is known that advertising has a significantly positive effect on the intention to buy ready-to-drink Nescafe coffee. This is shown from the acquisition of a significance value of  $0.024 < 0.05$  so that it is known that the interest in buying Nescafe ready-to-drink coffee in Perlavian Village depends on the advertisements displayed by Nescafe Ready-to-Drink products. In general, 90% of people see product advertisements more than twice every day. The indicator that most influence this is attractive product advertisements.

This research is in line with research conducted by Junita Ade (2020) that advertising partially has a positive and significant effect on product purchase intention. Other research is research conducted by Renaldi & Yulianthini (2022) that advertising has a positive and significant influence on buying interest in packaged ready-to-drink coffee.

### **The Effect of Brand Image on Purchase Intention**

Based on the results of hypothesis testing, it is known that brand image has no significant effect on the intention to buy ready-to-drink Nescafe coffee. This is shown from the acquisition of a significance value of  $0.584 > 0.05$  so that it is known that the interest in buying Nescafe ready-to-drink coffee in Perlabian Village does not depend on the Brand Image owned by Nescafe Ready-to-Drink products. Companies need to improve their brand image, especially on the uniqueness of brand associations because the uniqueness of the products claimed by the company is not approved by the public.

This research is in line with research conducted by Hadinata & Haryanti (2022) that brand image has no effect on consumer buying interest. Other research is research conducted by Geraldine (2021) that consumer buying interest in product purchases is not influenced by brand image.

### **The Effect of Brand Trust on Purchase Intention**

Based on the results of hypothesis testing, it is known that brand trust significantly influences the intention to buy ready-to-drink Nescafe coffee. This is shown from the acquisition of a significance value of  $0.006 < 0.05$  so that it is known that the interest in buying Nescafe ready-to-drink coffee in Perlabian Village depends on the Brand Trust owned by Nescafe Ready-to-Drink products. In general, 90% of the public entrusts ready-to-drink instant coffee products to Nescafe Ready to Drink because the products are of the best quality, taste good, and are perfect for drinking. This shows that the indicators that most influence people's buying interest so that they believe in the products offered are the characteristics of consumer brands.

This research is in line with research conducted by Larasati & Fadillah (2022) that there is a positive and significant influence between brand trust and consumer buying interest. Other research is research conducted by Sitanggang & Tiana (2022) that there is consumer buying interest in purchasing products influenced by brand trust.

### **Effect of Product Prices on Purchase Intention**

Based on the results of hypothesis testing, it is known that product prices significantly influence the intention to buy ready-to-drink Nescafe coffee. This is shown from the acquisition of a significance value of  $0.013 < 0.05$  so that it is known that the interest in buying Nescafe ready-to-drink coffee in Perlavian Village depends on the price of the product owned by the Nescafe Ready-to-Drink product. In general, 90% of people think that Nescafe Ready to Drink products have affordable prices according to the consumer market, this shows that the price affordability indicator is the indicator that most influences people's buying interest.

This research is in line with research conducted by Praja (2022) that there is a positive and significant influence between product prices on consumer buying interest. Other research is research conducted by Tania et al., (2022) that consumer interest in product purchases is influenced by price.

### **CONCLUSION**

Simultaneously, the four independent variables namely advertising, image, brand trust, and price have a significant effect on the intention to buy Nescafe ready-to-drink coffee in Perlavian Village. While partially the variables of advertising, brand trust, and price have a positive effect on the intention to buy Nescafe ready-to-drink coffee in Perlavian Village. There is only one variable, namely brand image, which has no significant effect on the intention to buy Nescafe ready-to-drink coffee in Perlavian Village.

The authors suggest that the company improve the brand image owned by ready-to-drink Nescafe products, especially for the Perlavian Village community so that the community makes ready-to-drink Nescafe products as the main choice.

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