

## **ANALYSIS OF THE INFLUENCE OF BRAND IMAGE, REFERENCE GROUP, LOCATION ON PURCHASES AT WARKOP ON MADA RANTAUPRAPAT**

**Samuel Rianto<sup>1</sup>, Elida F.S. Simanjorang<sup>2</sup>, Eva Fitria<sup>3</sup>.**

<sup>1</sup> Universitas Labuhanbatu

email: [samuelrianto165@gmail.com](mailto:samuelrianto165@gmail.com)

<sup>2,3</sup> Universitas Labuhanbatu

email: [buelida.dosenku@gmail.com](mailto:buelida.dosenku@gmail.com), [fitriac007@gmail.com](mailto:fitriac007@gmail.com)

### **Abstrak**

Tujuan dari riset ini adalah untuk menganalisis pengaruh brand image, kelompok referensi, lokasi terhadap pembelian di warkop on mada rantauprapat. Populasi dalam penelitian ini merupakan pelanggan atau pembeli pada warung kopi On Mada Rantauprapat. Teknik pengumpulan sampel yang digunakan adalah *probability sampling* dengan mengarah pada *random sampling incident*, jumlah sampel yang digunakan sebanyak 100 orang pembeli atau konsumen pada warung kopi On Mada Rantauprapat. Penelitian menghasilkan kesimpulan bahwa variabel kelompok referensi dan variabel lokasi berdampak secara sendiri atau parsial terhadap variabel keputusan pembelian pada warung kopi On Mada Rantauprapat dimana nilai thitung lebih besar dari t tabel untuk masing-masing variabel dan didukung oleh nilai Sig lebih kecil dari 0,05 untuk masing-masing variabel, sedangkan variabel brand image tidak berpengaruh secara sendiri atau parsial terhadap variabel keputusan pembelian dilihat dari thitung lebih kecil dari t tabel dan nilai Sig lebih besar dari 0,05. Berdasarkan hasil Uji f, dapat disimpulkan bahwa bahwa brand image, kelompok referensi dan lokasi berdampak secara simultan terhadap keputusan pembelian ditinjau dari Sig < 0.05 serta berdasarkan nilai f hitung 27,323 lebih besar dari f tabel 2,698. Berdasarkan nilai *R-Square* sebesar 0.679, maka nilai sumbangan variabel brand image, kelompok referensi dan lokasi sebesar 67.9% terhadap keputusan pembelian.

**Kata Kunci:** Brand Image, Kelompok Referensi, Lokasi, Keputusan Pembelian

### **Abstract**

*The purpose of this research is to analyze the effect of brand image, reference group, location on purchases at Warkop On Mada Rantauprapat. The population in this study are customers or buyers at the On Mada Rantauprapat coffee shop. The sample collection technique used is probability sampling by leading to random sampling incidents, the number of samples used is 100 buyers or consumers at the On Mada Rantauprapat coffee shop. The research resulted in the conclusion that the reference group variable and location variable had an impact independently or partially on the purchasing decision variable at the On Mada Rantauprapat coffee shop where the t-count value was greater than the t table for each variable and was supported by a Sig value less than 0.05 for each -Each variable, while the variable brand image does not affect independently or partially on the purchasing decision variable seen from the t count is smaller than t table and the Sig value is greater than 0.05. Based on the results of the f test, it can be concluded that the brand image, reference group and location have a simultaneous impact on purchasing decisions in terms of Sig < 0.05 and based on the value of f count 27.323 is greater than f table 2.698. Based on the R-Square value of 0.679, the value of the contribution of brand image, reference group and location variables is 67.9% of the purchase decision*

**Keywords:** Brand Image, Reference Group, Location, Purchase Decision

## INTRODUCTION

The development of the business world at this time experienced many changes and obstacles caused by the Covid-19 pandemic. Business actors are required to make innovations that can be applied during this pandemic, for that it is necessary to have management that has and can anticipate any changes in business patterns that can be applied during the Covid-19 pandemic. Therefore, one is expected to be able to properly use existing resources in the company to be able to generate maximum profit from the use of these resources.

Many activities to produce good products from marketing activities, to influence the market in a company require a good strategy in seeing business opportunities both in the form of services or products, therefore this gives companies the opportunity to provide services or products that are better than before. and can be better than its competitors, to be able to make consumers interested and can meet the expectations and satisfaction of consumers buying their products (Rashid & Rokade, 2019)

Coffee shop is a place that essentially serves coffee or other hot drinks, along with the development of coffee shops also provide cold drinks (given ice). At this time waung kopi has become a favorite place for young people to just hang out with friends and relatives or the modern term is *hangout*. Apart from enjoying coffee, the existence of free internet service or *Free Wifi* is also one of the attractions for young people coming to the coffee shop. So the criteria for a coffee shop for young people is to have attractive nuances such as unique decorations, beautiful views, a place to take selfies or being in a location that is easily accessible and finally must have free internet facilities (*free wifi*). Competition in this business is also very tight, where each coffee shop tries to present different nuances and themes to attract the attention of consumers so that they come to the coffee shop. Apart from the nuances and facilities of the

internet, the image of the coffee shop is also one of the reasons consumers come to the coffee shop. In addition, the reference group also influences consumers to come to the coffee shop. This also applies to the On Mada coffee shop. This coffee shop is located at Jln. BC. Raja, Aek Tapa A Ujung Bandar, Rantauprapat Labuhanbatu Regency.

Based on the description above, it is known that the factors that can influence consumers to data to a coffee shop in addition to facilities and nuances are the image of the coffee shop (*Brand Image*), the reference group, and the location of the coffee shop.

Based on research conducted by Elida Florentina Sinaga Simanjorang, it is concluded that the *brand image* factor is the most influential factor in buyers' decisions on On Mada coffee shops, because On Mada coffee shop is a long-established coffee shop and is one of the largest coffee shops in Rantauprapat (Simanjorang, 2020).

Therefore, this study intends to conduct "**Analysis of the Influence of Brand Image, Reference Group, Location on Purchases at Warkop On Mada Rantauprapat**".

The purpose and target of this study is to analyze the influence of each factor that affects the purchase of the On Mada Rantauprapat coffee shop.

## Literature Review and Hypothesis Development

### a. Brand Image

*Brand Image* is representative of the overall brand perception, which is formed by brand information and experience. the past. Brand image is related to beliefs and attitudes towards brand preferences. Consumers are more likely to make purchases with a positive brand image. According to Nugroho (Simanjorang, 2020), consumers who have a positive image of a brand will be more likely to make purchases. Kotler and Keller in (Iswanto, 2015) state that *brand image* is the perception of

consumers or beliefs, as reflected by associations that have been embedded in consumers' memories. Kotler in (Supriyadi; Fristin, Yuntawati; Indra, 2016) defines a brand, namely names, terms, signs, symbols, or designs or guidelines for these things which are intended to provide identity for goods or services made or provided by a seller or group. sellers and differentiate them from goods or services provided by competitors. Based on the opinion of these experts, it can be concluded that a brand *image* is the opinion of a consumer who has felt, seen and heard a product.

**b. Reference Group**

According to Kotler and Keller in (Meitha Yusvita Sari, 2015)states that reference groups are all groups that have direct (face-to-face) or indirect influence on the person's attitude or behavior. While the definition of reference groups according to Sumarwan in (Simanjorang, 2020) states that reference groups are individuals or groups that significantly influence a person's behavior. Based on this, the authors conclude that the Reference group is a group that provides a reference for someone in making purchasing and consumption decisions. "Reference" is any person or group that is considered as a comparison (reference) to someone in terms of forming general or specific values or behavior.

**1. Location**

According to Berman & Evans in (Hwang & Heath, 2014)Location is a place, a physical position that has a strategic function because it can help determine the achievement of a business entity's goals, so it can be concluded that a location is a place where a company operates or where a company does business. activities to produce goods and services related to their products and serve consumers in an economic aspect.

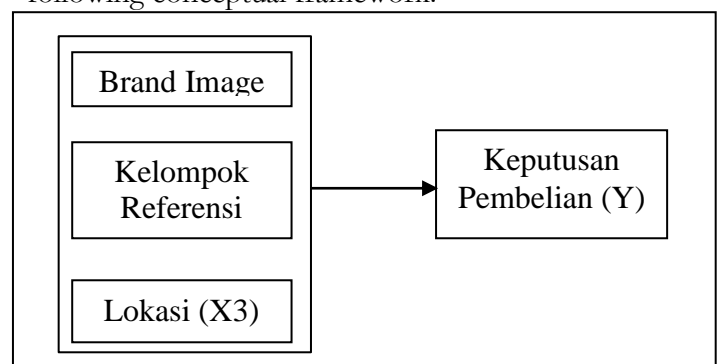
**2. Purchasing Decisions**

According to Kotler in (Simanjorang, 2020) Purchasing decisions are a process

of making a purchase decision which includes determining what to buy or not to make a purchase and the decision is obtained from previous activities, so it can be said that the purchasing decision is a decision making process. consumers who combine knowledge to choose two or more available product alternatives, these product alternatives are influenced by several factors, including quality, price, location, brand image, reference group, promotion, convenience, service, etc.

**HYPOTHESIS DEVELOPMENT**

Analysis of the Influence of Brandimage, Reference Group, Location on Purchasing at Warkop On Mada Rantauaprat can be described with the following conceptual framework:



**Figure 1.** Conceptual Framework

Where

- H1 = Brand Image has a positive and significant effect on purchasing decisions coffeet Warkop On Mada Rantauaprat
- H2 = Referral group has a positive and significant effect on coffee purchasing decisions at Warkop On Mada Rantauaprat
- H3 = Location has a positive and significant effect on purchasing decisions coffeet Warkop On Mada Rantauaprat
- H4 = Brand Image, Reference Group and Location simultaneously have a positive and

significant effect Decision to purchase coffee at Warkop on Mada Rantauprapat

**RESEARCH METHOD**

- a. Population  
Population is a *group* in which there are elements of objects, people, transactions, and events of interest to be studied in a study (Legionosuko et al., 2019). In this study, the population is customers or consumers at On Mada Rantauprapat Coffee Shop.
- b. Sample  
Sample is part or amount of a population. In this study, the number of samples used was 100 customers or consumers at On Mada Rantauprapat Coffee Shop based on the Wibisono Dalam formula (Hilmina et al., 2020). How *sampling* This research uses *accidental sampling* which is sampled by chance. this method is part of *Non Probability Sampling*, that is, there are no specific criteria for *sampling* so that all *samples* have the same opportunity (Amri et al., 2019).
- c. Sampling Technique The sampling technique in this study refers to sampling by Slovin where the minimum *sample is* limited (*finite population survey*), with the aim of estimating the *sample* based on the population (Putri & Anggraeni, 2018)  
In the implementation of this research, the activities carried out in it are exploring the buyer's decision at the On Mada coffee shop by analyzing the existing problems, collecting data then processing and analyzing the data, finally concluding the results of the data analysis that has been carried out. The data analysis method used is multiple linear regression analysis and hypothesis testing (partial test, simultaneous test and coefficient of determination) (Simanjorang, 2020)

**Table 1.**Return rates of questionnaires

distributed	100
questionnaires returned	100
questionnaires filled incomplete	0
Processable questionnaires	100

**RESULTS AND DISCUSSIONS**

**a. Multiple Linear Regression Analysis**

Analysis linear regression analysis is intended to determine the linear relationship between independent and dependent variables. The following is the results of the Multiple Linear Regression test conducted by the author:

**Table 2.** Results of Multiple Linear Regression Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-4.826	6.702		-.720	.473
Brand Image	.048	.208	.025	.232	.817
Kelompok Referensi	.524	.241	.227	2.170	.032
Lokasi	.651	.168	.483	3.866	.000

a. Dependent Variable: Keputusan Pembelian

Based on Table 1. above, a regression equation model can be formed as follows:  
 $Y = -4,826 + 0.048X_1 + 0.524X_2 + 0.651X_3 + e$

Meaning:

1. Constant (a) = -4,826. This value means that if the Brand Image, Reference Group and Location do not exist or have zero value, then the Purchase Decision is -4,826. The negative value in this study means that there is no purchase decision by consumers, so that the negative constant value can be ignored (Poncela, 2004)
2. The coefficient of X1 (bi) = 0.048. This value means that if the Brand Image increases by one unit, the Purchase Decision will increase by 0.048.

3. The coefficient of X2 (b2) = 0.524. This value means that if the Reference Group increases by one unit, the Purchasing Decision will increase by 0.524.
4. The coefficient of X3 (b3) = 0.651. This value means that if the Location increases by one unit, the Purchasing Decision will increase by 0.651

**b. t Test (Partial)**

**Table 3.** t Test

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error	Beta		
1 (Constant)	-4.826	6.702		-.720	.473
Brand Image	.048	.208	.025	.232	.817
Kelompok Referensi	.524	.241	.227	2.170	.032
Lokasi	.651	.168	.483	3.866	.000

a. Dependent Variable: Keputusan Pembelian

From the data above, it can be concluded that:

1. Brand Image, t count is 0.232 while t table is 1.984 (t count is smaller than t table) which means H0 is accepted and H1 is rejected; or in other words, partially Brand Image has no significant effect on Purchasing Decisions. This is also reinforced by the sig value, which is 0.817, which is greater than the Sig value of 0.05 (Yusup, 2018).
2. The Reference Group can be concluded that tcount is 2.170 while ttable is 1.984 (tcount is greater than ttable) which means that H0 is rejected and H1 is accepted, or in other words partially the Reference Group has a significant effect on purchasing decisions, this is also reinforced by the sig value which is 0.032 smaller. from the Sig value of 0.05
3. for the location, it can be concluded that t count is 3.866 while t table is 1.984 (t

count is greater than t table) which means that H0 is rejected and H1 is accepted; or in other words partially location has a significant effect on purchasing decisions. This is also reinforced by the sig value, which is 0.000, which is smaller than the Sig value of 0.05 (Tampil et al., 2017).

**c. Simultaneous f Test**

**Table 4.** f Test

Model	ANOVA <sup>a</sup>				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	954.405	3	318.135	27.323	.000 <sup>b</sup>
Residual	1117.785	96	11.644		
Total	2072.190	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Lokasi, Kelompok Referensi, Brand Image

Seen from the test results simultaneously, it can be seen that brand image, reference group and location have a simultaneous impact on purchasing decisions in terms of Sig <0.05 (Ndangi et al., 2019). Judging from the results of the f test, the brand image, reference group and location have a simultaneous impact on purchasing decisions in terms of the calculated f value of 27.323 > from f table 2.698 (Amri et al., 2019).

**d. Coefficient of Determination**

**Table 5.** Results of the Coefficient of Determination

Model	Model Summary			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.679 <sup>a</sup>	.461	.444	3.412

a. Predictors: (Constant), Lokasi, Kelompok Referensi, Brand Image

## CONCLUSIONS

Based on the results of research that has been carried out in the Analysis of the Effect of Brand Image, Reference Group, Location on Purchases at Warkop On Mada Rantauprapat, the authors conclude that the reference group variables and location variables have an impact independently or partially on the purchasing decision variable at the On Mada Rantauprapat coffee shop where the value tcount is greater than ttable for each variable and is supported by a Sig value less than 0.05 for each variable, while the brand image variable does not individually or partially affect the purchasing decision variable seen from the tcount less than ttable and the Sig value is greater than 0.05. Based on the results of the f test, it can be concluded that the brand image, reference group and location have a simultaneous impact on purchasing decisions in terms of Sig <0.05 and based on the value of f count 27.323 is greater than f table 2.698. Based on the *R-Square value* of 0.679, the value of the contribution of the variable brand image, reference group and location is 67.9% towards purchasing decisions, while 32.1% is influenced by other factors not included in this study. This research can be used as a reference for business actors in business development where location and reference groups are very influential in purchasing decisions by consumers

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