**Brief Research Report**

# Analyzing the impact of branding factors (image, equity, and trust) on coffee purchase decisions

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### ABSTRACT

This study examines the influence of brand image, brand equity, and brand trust on coffee purchasing decisions, using a branch of a notable coffee shop chain in Jakarta as a case study. A quantitative survey method was employed, with data collected via an online questionnaire distributed via Google Forms and analyzed using partial least squares structural equation modeling (PLS-SEM) with SmartPLS 3.9. The findings indicate that brand image, brand equity, and brand trust each have a significant positive impact on customer purchase decisions. Notably, brand trust was identified as the dominant factor influencing purchasing behavior. Practically, the results provide a clear strategic directive for coffee shop managers: while investments in brand image and brand equity are necessary, prioritizing initiatives that build and solidify brand trust—such as ensuring unwavering product consistency, fostering transparent customer communication, and reliably fulfilling service promises—will be the most effective pathway to securing and increasing purchase decisions.

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**Abstrak**

Studi ini meneliti pengaruh citra merek, ekuitas merek, dan kepercayaan merek terhadap keputusan pembelian kopi, dengan menggunakan cabang dari jaringan kedai kopi ternama di Jakarta sebagai studi kasus. Metode survei kuantitatif digunakan, dengan data dikumpulkan melalui kuesioner daring yang didistribusikan melalui Google Forms dan dianalisis menggunakan pemodelan persamaan struktural kuadrat terkecil parsial (PLS-SEM) dengan SmartPLS 3.9. Temuan menunjukkan bahwa citra merek, ekuitas merek, dan kepercayaan merek masing-masing memiliki dampak positif yang signifikan terhadap keputusan pembelian pelanggan. Secara khusus, kepercayaan merek diidentifikasi sebagai faktor dominan yang memengaruhi perilaku pembelian. Secara praktis, hasil penelitian memberikan arahan strategis yang jelas bagi manajer kedai kopi: meskipun investasi dalam citra merek dan ekuitas merek diperlukan, memprioritaskan inisiatif yang membangun dan memperkuat kepercayaan merek—seperti memastikan konsistensi produk yang tak tergoyahkan, mendorong komunikasi pelanggan yang transparan, dan memenuhi janji layanan secara andal—akan menjadi jalur paling efektif untuk mengamankan dan meningkatkan keputusan pembelian.

**Kata Kunci**: Keputusan Pembelian, Citra Merek, Ekuitas Merek, Kepercayaan Merek

## 1. Introduction

In an increasingly globalized, digitally driven marketplace, brand management has become a critical determinant of competitive advantage. In consumer-facing industries, particularly fast-moving consumer goods (FMCG), a company's success is often contingent on its ability to cultivate positive brand perceptions that directly influence consumer behavior (Kotler & Keller, 2015). Strategic investment in brand management is a significant driver of corporate performance. Companies allocating over 10% of their total revenue to brand-building initiatives demonstrate markedly stronger outcomes, including an average revenue growth of 11.4% over a five-year period and an 8.2% higher customer retention rate compared to industry peers (Venkateswaran et al., 2024). The effective use of digital communication platforms, social networks, and personalized marketing is central to this success, as these tools are critical for enhancing brand trust, solidifying market position, and adapting to the dynamics of digital marketplaces. Furthermore, a robust brand reputation—cultivated through positive online reviews and steadfast ethical practices—serves as a foundational asset. It not only fosters customer trust, loyalty, and repeat business but also strengthens the employer brand to attract top talent and boosts investor confidence (Gnecchi, 2018).

Central to this dynamic are three interlinked constructs of brand management: brand image, defined as the set of associations consumers hold in memory; brand equity, representing the added value endowed by the brand; and brand trust, the willingness of a consumer to rely on the brand's ability to fulfill its promises (D. Aaker, 2020; D. A. Aaker, 1992). Together, these elements form a psychological framework that guides purchase decisions, especially in saturated markets where functional product differentiation is minimal. This is particularly evident in Indonesia's burgeoning coffee shop industry, which has evolved from a simple beverage market into a complex lifestyle sector. Domestic coffee consumption has seen consistent growth, a trend catalyzed by the rapid proliferation of specialized chains (Databoks, 2020). Within this competitive landscape, Kopi Kenangan has emerged as a dominant local

player. Founded in 2017, it has strategically leveraged a relatable brand name, aggressive expansion, and digital innovation to achieve prominence, with reported revenues exceeding US$93 million in 2022. However, its growth strategy, which includes opening outlets in unconventional locations like gas stations, presents unique challenges. These locations may not naturally attract the brand's core demographic and are vulnerable to external economic factors such as fluctuations in fuel prices and consumer traffic.

Despite its market presence, Kopi Kenangan's competitive position is not static. Data from the Top Brand Index (2020-2024) reveal intense rivalry with competitors such as Janji Jiwa, which has surpassed Kopi Kenangan in recent years on brand score metrics. This competition underscores the need to move beyond physical expansion and deepen brand loyalty through strategic management of brand image, equity, and trust. The critical question is: in a non-traditional retail environment, such as a gas station branch, which of these brand constructs exerts the most decisive influence on the consumer's final purchase decision?

Previous research has established the importance of these variables at the individual level. However, few studies have examined their relative impact within Indonesia's modern coffee chain segment, particularly in atypical retail settings. Many studies on brand equity are constrained by specific geographical or industrial contexts, thereby limiting the generalizability of their conclusions. For instance, focused investigations within China's exhibition industry or Vietnam's mobile retail sector underscore the necessity for cross-country and cross-industry analyses to validate and extend foundational findings. Furthermore, the current literature reveals a need for more comprehensive theoretical models that integrate the multifaceted dimensions of brand equity and elucidate their interrelationships. While existing research has begun to examine linkages—such as those between brand personality and equity through mediating variables like trust, attachment, and commitment—significant opportunities remain to develop holistic frameworks that incorporate a broader array of influential factors and contextual variables (Van Thuy et al., 2022; Yi, 2025).

Moreover, the existing literature on brand equity reveals a fragmented understanding, as studies diverge in their emphasis on specific dimensions such as brand awareness, loyalty, and perceived quality. This divergence has led to inconsistent and sometimes contradictory findings. For instance, while some research identifies brand loyalty as the most influential driver of overall equity, other studies highlight perceived quality as the predominant factor. Such discrepancies underscore a significant gap in current knowledge, indicating that the relative importance of these core dimensions is not universal but likely contingent on contextual variables. This presents a clear need for more nuanced, context-specific investigations to determine which facets of brand equity are most critical under different market conditions, industry settings, or cultural environments (Nguyen et al., 2022; Van Thuy et al., 2022).

This study aims to address this gap. By investigating how brand image, brand equity, and brand trust influence purchase decisions at a Kopi Kenangan gas station branch in Jakarta, this research seeks to provide empirical evidence on the dominant driver of consumer choice. The findings are expected to offer valuable theoretical insights into hierarchical brand-effect models in emerging markets and practical strategic guidance for sustaining growth in competitive, non-traditional venues.

## 2. Theoretical Framework and Hypothesis Development

This study is grounded in a conceptual framework that integrates these three core constructs to explain consumer purchase decisions. The framework posits that brand image and brand equity are significant antecedents that shape consumer perceptions. These perceptions, in turn, are theorized to cultivate brand trust, which acts as a central mediating variable. Ultimately, all three constructs—directly and indirectly—are hypothesized to influence the dependent variable, purchase decision. This integrated model suggests that a purchase is not merely a transaction but the outcome of a sequential psychological process in which recognition and perceived value must crystallize into confidence before commitment is triggered. The visual representation of this framework is presented in Figure 1.

**Brand image**

Brand image represents the constellation of perceptions and associations held in consumer memory regarding a particular brand (Kotler & Keller, 2015). It functions as a critical differentiator, adding distinct functional, rational, or symbolic dimensions that distinguish a product from competitors targeting similar needs (Suhardi et al., 2024). This image is not inherent to the product but is actively constructed through consumer experience, marketing communication, and social discourse, forming the basis of a brand's perceived identity (Prabantoro, 2020). In competitive markets like ready-to-drink coffee, a strong, positive brand image—often built on attributes such as quality, consistency, and modernity—is essential for attracting consumers and guiding their evaluation (Faruqi et al., 2024). The self-congruity theory posits that consumers are driven to purchase brands that align with their self-image. A favorable brand image increases perceived quality, thereby enhancing purchase intention. This connection is influenced by self-consistency and brand familiarity, suggesting that consumers are more inclined to buy from brands that resonate with their identity and values (Chen et al., 2021). Moreover, effective advertising can improve brand recall and positively influence purchase decisions by creating a strong brand image (Hutagaol & Laksmidewi, 2025).

**H1:** Brand image has a significant positive effect on purchase decisions.

**Brand equity**

Building upon a favorable brand image, brand equity refers to the incremental value a brand name confers to a product or service, from both a customer and a firm perspective. Aaker defines it comprehensively as "a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service." (Aaker, 2020) This value manifests in key dimensions, including brand loyalty, perceived quality, brand associations, and proprietary assets. For a company, substantial brand equity translates into competitive advantages, including price premiums, greater customer loyalty, and more effective marketing communications, which collectively contribute to sustained financial performance (Thalib et al., 2023).

**H2:** Brand equity has a significant positive effect on purchase decisions.

**Brand trust**

Brand trust is a complex concept encompassing dimensions such as competence and benevolence. It is often viewed as a higher-level abstraction compared to its individual components (Delgado - Ballester, 2004; Puspaningrum & Suyono, 2020). Brand trust significantly influences consumer purchasing behavior, serving as a mediator among factors like perceived product quality, communication, and consumers' intentions to buy. Additionally, it plays a vital role in mediating the relationship between brand satisfaction and brand loyalty (Alekam et al., 2017; Rahman et al., 2024). Acting as a pivotal mediator between brand perceptions and consumer actions, brand trust is the confident expectation that a brand will be reliable and fulfill its promises. It is the consumer's willingness to rely on the brand based on perceptions of its credibility, benevolence, and competence. Trust is fundamental to behavior both pre- and post-purchase, serving as the foundation for loyalty and the long-term strengthening of the customer-brand relationship. In essence, while brand image attracts and brand equity signifies value, it is brand trust that often secures the final commitment and fosters enduring patronage. Brand trust directly influences consumer purchase behavior. Higher confidence in a brand increases the likelihood of purchase (Wei, 2023). Moreover, brand trust is particularly vital in the context of sustainable products. Research indicates that confidence in brands that claim to be sustainable positively influences consumers' purchase intentions (Alekam et al., 2017; Ngo et al., 2020). This relationship underscores the importance of transparency and ethical practices in building consumer trust.

**H3**: Brand trust has a significant positive effect on purchase decisions.


## 3. Material and methods

This study employs a quantitative, explanatory research design grounded in a positivist paradigm, which facilitates the objective measurement and analysis of causal relationships between variables (Creswell & Creswell, 2018). As an associative study, it aims to statistically measure the influence of brand image, brand equity, and brand trust on purchase decisions at the specific Kopi Kenangan outlet located within the Radjiman Cakung fuel station. Data were collected via a cross-sectional survey using a structured online questionnaire distributed through Google Forms. This methodological approach enables the quantitative testing of pre-defined hypotheses through statistical analysis.

**Population and Sample**

The target population for this research comprises all consumers who have purchased and consumed products from the specific Kopi Kenangan outlet at the Radjiman Cakung fuel station. As the exact size of this finite population is indeterminable due to the nature of walk-in retail, a non-probability sampling technique was utilized. Participants were selected using a purposive sampling method, wherein respondents are chosen based on specific criteria relevant to the research questions. To ensure respondents had sufficient familiarity with the brand at the location under study, the following criteria were applied:

1. Have consumed products from the Kopi Kenangan Radjiman Cakung branch on at least three separate occasions.
2. Reside or work within the vicinity of the Radjiman Cakung area.

3. Are aged 17 years or older.
4. A total of 100 respondents who met the predefined criteria participated in this study. The demographic profile is summarized below.

**Table 1**. Respondent Demographic Profile

| Demographic | Category | Frequency | Percentage |
|---|---|---|---|
| Gender | Male | 59 | 59% |
| | Female | 41 | 41% |
| Age | < 20 years | 17 | 17% |
| | 20-29 years | 58 | 58% |
| | 30-39 years | 21 | 21% |
| | > 39 years | 4 | 4% |
| Occupation | Employee | 44 | 44% |
| | Civil Servant | 9 | 9% |
| | Student | 28 | 28% |
| | Entrepreneur | 3 | 3% |
| | Other | 16 | 16% |

*Source: Primary data (2024)*

The data indicate that the majority of customers at the studied outlet are male (59%), aged 20-29 years (58%), and employed (44%). This profile is consistent with the outlet's strategic location at a fuel station, which offers high accessibility for commuting professionals and aligns with the coffee shop's positioning as a convenient social and work space for young adults.

**Measurement**

The measurement items for the constructs in this study were adapted from established scales in prior research to ensure validity. All items were measured using a four-point Likert scale ranging from 1 (strongly disagree) to 4 (strongly agree). All scales were adapted from scales already used by previous studies (Husain et al., 2022; Li et al., 2008; Rahman et al., 2024; Tiep Le et al., 2021). Brand image was measured using five items adapted from research on consumer-based brand equity and perception in the retail sector. Brand equity was operationalized through 6 items adapted from foundational work on brand asset measurement (D. Aaker, 2020). Brand trust was measured using four items adapted from Husain et al. (2022). The purchase decision was assessed using five items adapted from research on consumer decision-making processes in fast-moving consumer goods.

**Data analysis technique**

Structural Equation Modeling (SEM) is a multivariate analysis technique that enables the simultaneous analysis of multiple variables, often employed in quantitative research. In this study, Smart PLS 3.2.9 was used to implement Partial Least Squares (PLS), a variance-based SEM analysis. PLS facilitates the measurement model (outer model) and structural model (inner model) without requiring the assumptions of Ordinary Least Squares (OLS) regression. This method effectively handles multivariate data without issues of multicollinearity. Additionally,

PLS does not demand large sample sizes or normally distributed data, making it a flexible and robust analysis tool. According to Hair et al. (2021), PLS-SEM analysis comprises two submodels: the outer and inner models (Sarstedt et al., 2021) .

## 4. Results

### 4.1. Measurement Model (Outer Model) Assessment

The measurement model was evaluated for reliability and validity using Partial Least Squares Structural Equation Modeling (PLS-SEM). All latent constructs were measured reflectively.

*Convergent Validity*
Convergent validity was assessed using factor loadings and Average Variance Extracted (AVE). All indicator loadings exceeded the threshold of 0.60, and all AVE values were above 0.50, confirming adequate convergent validity (Hair et al., 2019).

**Table 2.** Convergent Validity and Reliability Results

| Construct | Number of Items | Cronbach's Alpha | Composite Reliability (rho_a) | Average Variance Extracted (AVE) |
|---|---|---|---|---|
| **Brand Image** | 5 | 0.978 | 0.983 | 0.920 |
| **Brand Equity** | 7 | 0.977 | 0.981 | 0.881 |
| **Brand Trust** | 12 | 0.995 | 0.995 | 0.943 |
| **Purchase Decision** | 6 | 0.976 | 0.981 | 0.895 |

*Source: Processed primary data using SmartPLS 3.2.9 (2024)*

*Discriminant Validity*

Discriminant validity was established using the Fornell-Larcker criterion and examination of cross-loadings. The square root of each construct's AVE (shown on the diagonal in Table 3) was greater than its correlations with other constructs, confirming that each construct is distinct.

**Table 3.** Fornell-Larcker Criterion for Discriminant Validity

| Construct | Brand Image | Brand Equity | Brand Trust | Purchase Decision |
|---|---|---|---|---|
| Brand Image | **0.959** | | | |
| Brand Equity | 0.157 | **0.939** | | |
| Brand Trust | 0.439 | 0.474 | **0.971** | |
| Purchase Decision | 0.446 | 0.570 | 0.734 | **0.946** |

*Note: Bold diagonal values represent the square root of the AVE.*

### 4.2. Structural Model (Inner Model) and Hypothesis Testing

After establishing a valid and reliable measurement model, the structural model was assessed. The model's explanatory power was evaluated using the coefficient of determination ($R^2$), and predictive relevance was assessed using Stone-Geisser's $Q^2$.

The model explains 63.3% of the variance in purchase decisions ($R^2$ = 0.633), which is considered substantial (Hair & Alamer, 2022). The predictive relevance, indicated by a $Q^2$ value of 0.546 for the purchase decision construct, is considered large (>0.35), confirming the model's strong predictive power. Path coefficients were evaluated using a bootstrapping procedure with 5,000 subsamples to determine the significance of the hypothesized relationships. The results are presented in Table 4.

**Table 4.** Results of Structural Model (Hypothesis Testing)

| Hypothesis | Path | Path Coefficient (β) | t-statistic | p-value | Supported? |
|---|---|---|---|---|---|
| **H1** | Brand Image → Purchase Decision | 0.180 | 2.500 | 0.013 | Yes |
| **H2** | Brand Equity → Purchase Decision | 0.296 | 2.568 | 0.011 | Yes |
| **H3** | Brand Trust → Purchase Decision | 0.524 | 4.746 | 0.000 | Yes |

*Source: Processed primary data using SmartPLS 3.2.9 (2024)*

The results of the structural model assessment provide empirical support for all three research hypotheses. The analysis confirms that brand image (β = 0.180, $p < 0.05$), brand equity (β = 0.296, $p < 0.05$), and brand trust (β = 0.524, $p < 0.05$) each exert a statistically significant and positive influence on purchase decisions.

## 5. Discussion

The findings of this study provide empirical support for the proposed research model, confirming that brand image, brand equity, and brand trust are significant determinants of purchase decisions at the studied coffee shop outlet. The results align with and extend existing theoretical frameworks within the branding literature.

The analysis supports the hypothesis that brand image exerts a significant positive effect on purchase decisions. This finding confirms the theoretical premise that brand image—defined as the constellation of perceptions and associations held in consumer memory—serves as a critical differentiator in competitive markets (Kotler & Keller, 2015; Suhardi et al., 2024). A strong, positive image, built on attributes like modernity and consistency, facilitates consumer evaluation and guides choice (Faruqi et al., 2024). Furthermore, this result resonates with the self-congruity theory, which posits that consumers are drawn to brands that align with their self-concept, as a favorable image increases perceived quality and enhances purchase intention (Chen et al., 2021). Kopi Kenangan's memorable branding and positive reputation likely create such an alignment, making it a cognitively accessible and preferable option, thereby simplifying the purchase decision for consumers. Effective marketing communication further solidifies this image, enhancing brand recall and directly influencing the decision to purchase (Hutagaol & Laksmidewi, 2025).

The study also confirms that brand equity demonstrates a significant positive influence on purchasing decisions. This finding substantiates the concept of brand equity as the value

added by a brand's name and symbols, manifesting in dimensions such as loyalty and perceived quality (Aaker, 2020). The result indicates that the assets encapsulated in Kopi Kenangan's brand translate directly into a competitive advantage that motivates purchase. Consumers who recognize the brand's market strength and reputation derive a sense of safety and reduced perceived risk, which in turn fosters repeat purchase behavior. For the company, this cultivated equity enables customer retention and contributes to sustained financial performance (Thalib et al., 2023). Thus, investing in brand equity is validated as a strategic imperative for driving consumer choice.

Most notably, the analysis identifies brand trust as the most influential construct on purchase decisions. This dominant effect underscores trust's role as the confident expectation of a brand's reliability and its fundamental importance in securing final consumer commitment. The finding confirms that perceptions of credibility, benevolence, and competence are paramount in the decision-making process. This aligns with research identifying trust as a higher-order construct critical for mediating relationships between brand satisfaction and loyalty (Alekam et al., 2017; Puspaningrum & Suyono, 2020). Kopi Kenangan's consistency in product and service quality builds this essential trust, which directly and powerfully influences the decision to buy. Moreover, the result highlights the broader relevance of trust in contemporary consumption, especially regarding claims of sustainability and ethical practice, where transparency is key to fostering purchase intentions (Ngo et al., 2020; Rahman et al., 2024).

## 6. Conclussion

This study demonstrates that brand image, brand equity, and brand trust are significant and positive determinants of consumer purchase decisions at the examined coffee shop outlet. The findings confirm that a strong, favorable brand image significantly influences purchasing behavior, serving as a key differentiator that attracts consumers and simplifies their decision-making. Furthermore, robust brand equity, encompassing perceived quality and customer loyalty, adds substantial value, enhancing consumer confidence and promoting repeat purchases. Most critically, the research identifies brand trust as the dominant factor in decision-making. The consumer's confidence in the brand's reliability and consistency is the paramount catalyst that ultimately secures the commitment to purchase. Together, these findings validate an integrated model in which brand image and equity establish a brand's market position. In contrast, brand trust serves as the essential gateway that converts perception into action.

**Limitations**

The insights of this study should be considered within its methodological boundaries. The primary limitation is the scope of generalizability, as data were collected from a single outlet of one coffee chain in Jakarta. The findings may not be fully transferable to other locations, market contexts, or industry segments. A second limitation concerns the measurement instrument: reliance on self-reported survey data may introduce common-method bias and does not capture the depth of understanding that mixed-method approaches could yield. Finally, the research model, while robust, is not exhaustive. It focuses on three key brand constructs, leaving other potential influencing variables—such as price, promotion, or store atmosphere—unexplored. Future research addressing these limitations would help to refine and extend the theoretical and practical implications of these findings.

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# Declarations

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