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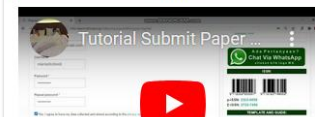
THE IMPACT OF BRAND IMAGE AND CONSUMERS TRUST ON PURCHASE DECISION AT STARBUCKS COFFEE PONTIANAK

Tri Djoko Sulistio1 [1], Rina Fitriana [2]

Trisakti School of Tourism[1], Sahid Polytechnic[2]

rinafitriana@polteksahid.ac.id

Abstract

This study was conducted with the aim of knowing the effect of Brand Image (X1) and Consumer Trust (X2) on Purchase Decisions (Y) at Starbucks Coffee Pontianak. The method used in this study is quantitative using a sample of 90 respondents who were measured using a questionnaire consisting of 24 statements. The tests carried out in this study were validity tests, reliability tests, correlation coefficient tests, simple linear analysis, multiple linear analysis, correlation tests and hypothesis testing. Based on the research that has been done, namely Brand Image at Starbucks Coffee Pontianak with a mean of 3.05 in the good category, Consumer Trust at Starbucks Coffee Pontianak with a mean of 3.26 in the very good category and Purchase Decisions at Starbucks Coffee Pontianak with a mean of 2.95 in the good category. Brand Image and Consumer Beliefs have a strong relationship with Purchase Decisions. Brand Image (X1) and Consumer Trust (X2) have an influence on Purchase Decision (Y) by 71.6% and the remaining 28.4% is influenced by other factors not examined in this study.

Keywords: Brand Image, Starbucks, Consumer

1. INTRODUCTION

In this era of globalization, humans have increasingly broad and varied demands. One of the many human needs that is growing rapidly is the food and beverage product business. Today, the food and beverage product business prioritizes various factors that influence consumer buying interest. Starting from taste, product aesthetics, consumer comfort for a product to brand reputation for food and beverage products.

Indonesia is a country where most of the population are farmers. One of the many plants is coffee. The food and beverage product that seems to be growing rapidly is coffee. Indonesia is ranked 37th for total coffee consumption and is ranked fourth in world exports (Wirjawan, 2014 in Nurmanisa, Wilopo, Sanawiri., 2016). Given the great interest of the community in the culinary field, it encourages the continuous growth of the culinary business. In Indonesia itself, many restaurants, cafes and coffee shops are scattered in almost all corners of the city, especially big cities. The consumers who come also have a varied age range, ranging from adults to millennials.

Even this lifestyle began to be adapted by people in small towns. In Pontianak itself, one of the most popular culinary businesses and is already familiar to the public is a coffee shop. This can be interpreted as a form of high enthusiasm from the local community in this field. Generally, people use coffee shops as a means to hold meeting points while enjoying coffee, tea and other beverages. Although it does not rule out the fact that most food and beverages businesses experienced shocks during the COVID-19 pandemic, this business still exists among the public. The implementation of restrictions on mobilization in society determined by the government had triggered the delay in the development of the food and beverage business around the world. Business people are required to carry out the latest innovations due to the pandemic which makes it a challenge in itself. There are many factors that must be reckoned with in order to retain or bring in new fans.

Today, consumers do not only buy products but also benefit in the form of a comfortable meeting place that can make consumers feel comfortable as well as other facilities such as wifi which are the needs of many people today. That is why entrepreneurs must understand what consumers need.

Consumers themselves have a variety of characters, attitudes and goals when visiting a coffee shop. The way to deal with the behavior of these consumers is also different. One of the coffee outlets that still exists in the community today is Starbucks Coffee. Offering various variants of coffee at premium prices, Starbucks Coffee is a brand that is popular in various circles, from young people, millennials to even adults. Starbucks Coffee itself targets people who like well-known brands and prices that are above average.

The presence of the Covid-19 virus seems to make people feel insecure by just traveling out of the house. According to Vindegaard & Benros (2020), the state of the Covid-19 pandemic has also influenced the psychology of society, where the level of pressure and anxiety in the community is higher than conditions before the COVID-19 pandemic. This situation can also change people's consumption behavior, including behavior when they carry out activities in public places such as restaurants, restaurants and cafes (Putri et al., 2021). Therefore, it is important for coffee shop business actors to implement strict health protocols and cleanliness of places and products for the convenience of consumers.

Peter Ducker, who is known as the father of 'modern management', stated that there are two factors that underlie a business, namely marketing and innovation. He stated that the purpose of marketing is branding that makes high sales and makes the brand attractive to many people. This means that the strength of the brand is what makes a business able to sell certain products without any significant effort to convince buyers with various marketing strategies (Drucker & Maciariello, 2008 in Lucy Lee et al., 2014). Specifically, (Ditchen, 1985 and Newman, 1957 in Chang, 2020) define brand image as an impression formed by consumer interactions such as observation and consumption with a brand.

According to Kotler (2000) in Suciningtyas (2012) states that buyers may have different responses to the image of a company or brand. Brand image (brand image) is the public's perception of the company or its products. Image is influenced by many factors beyond the company's control. An effective image will affect three things, namely: first, strengthening the character of the product and the proposed value. Second, convey the character in a different way so that it is not confused with the competitor's character. Third, provide emotional power that is more than just a mental image. For an image to function it must be conveyed through every available means of communication and brand contact. Answering the question of why brand image is important is very simple and easy. Brand image that is done effectively can help higher sales for an organization and contribute directly to the development of a company (Rizwan, 2008).

One coffee brand that still has high interest from the public is Starbucks Coffee. Starbucks coffee brand itself has been recognized by the wider community. Not only known for its coffee and food and beverage products that are sold, Starbucks coffee offers so many things, including location and brand image. Starbucks coffee sells a lifestyle that makes consumers feel the aspiration for a better life. Starbucks Coffee has developed emotional bonds with its customers and renewed connections with its customers. Craig Weatherup as Chairman of Starbucks stated that "we have committed ourselves to what has shaped Starbucks and the experience that makes Starbucks so unique: ethically sourced and endorsed the highest quality coffee worldwide; provide our relentless attention to customers; the trust we have built with people; and taking risks as a business actor, innovation and creativity are the hallmarks of our success" (Rizwan, 2008).

The entry of the Covid-19 virus into Indonesia encourages people to carry out health protocols. Similar to the community, Starbucks Coffee also participates in reducing the number of cases of COVID-19 patients in Indonesia. During PSBB (Large-Scale Social Restrictions) in early 2020, Starbucks Coffee initiated Starbucks Cares which informed the public that the coffee outlets would continue to operate by only serving take-away, drive-thru, delivery orders, and self-pick-ups with protocols. strict health In addition, Starbucks Coffee only accepts payments through digital transactions (Saputra, 2021). Starbucks Coffee's health protocol can be seen from its employees who use masks, face-shields, and gloves. This shows that Starbucks Coffee has tried to prioritize the safety, welfare and comfort of consumers and employees.

2. LITERATURE RIVIEW

According to Arai, Ko and Kaplanidou (2013) in Lee et al., (2014), brand image is the consumer's perceptions about the brand as reflected by a set of brand associations held in consumer's memory. Meanwhile Roy and Banerjee (2014) revealed that, The perception of a brand that is being formed in the process of decoding brand identity faces. Measurement of brand image itself depends on factors that can be used as benchmarks for brand image including strength, uniqueness and favorable (Saputri and Pranata: 2014). In addition, there are also several factors that support the formation of a brand image, including the favorability of brand association, namely the process of how to create a positive attitude towards the brand, then the strength of brand association, namely the power of providing information on a product to consumers and the uniqueness of brand association, namely the uniqueness of the product so that it creates attractiveness. consumer. To build a brand image, business people are required to be able to gather trust from consumers in the brand that was created so as to generate trust to buy or switch to the products offered.

Mowen, (1995: 286) in Artaya et al (2018) divides consumer trust into three types, namely:
1. Belief in product attributes. This relates to consumer knowledge of the special attributes possessed by a product.
2. Belief in benefit attributes.
3. Belief in the benefits of the product.

Meanwhile, Mayer et al., (1995) in Eduard Yohannis Tamaela et al (2015) state that the factor that forms a person's trust in a brand and product is ability, namely how the seller is able to provide, serve, and secure transactions from interference from other parties. This means that consumers get a guarantee of satisfaction and security from the seller in conducting transactions. Then the second is benevolence, namely the willingness of the seller to provide mutually beneficial satisfaction between himself and the consumer. and the last is integrity, namely how the behavior or habits of the seller in running his business. The information provided to consumers is true in accordance with the facts or not. These three factors will then provide trust so as to produce a decision to buy the product.

According to Kotler (2004) in Nurhayati (2017) the notion of a purchase decision is the act of a consumer to want to buy or not to a product. Purchasing decision is a person's attitude to buy or use a product in the form of goods or services that are believed to satisfy him/herself and the willingness to bear the risks that may arise. According to Kotler (2005) in Aldi (2012) there are five purchasing decision processes that are passed by each individual in making a purchase, namely the introduction of needs, information search, assessment and selection of purchasing alternatives, purchase decisions, post-purchase behavior.

Based on the theoretical framework above, the composition of the hypotheses of this research is as follows, so the following hypotheses can be formulated.

H1 : There is no influence of brand image on purchasing decisions at Starbucks Coffee Pontianak;

H01 : The influence of brand image on purchasing decisions at Starbucks Coffee Pontianak;

H2: There is no influence of consumer trust on purchasing decisions at Starbucks Coffee Pontianak

H02 : The influence of consumer trust on purchasing decisions at Starbucks Coffee Pontianak

H3 : There is no influence of brand image and consumer trust on purchasing decisions at Starbucks Coffee Pontianak

H03 : The influence of brand image and consumer trust on purchasing decisions at Starbucks Coffee Pontianak.

This study uses quantitative research methods that are used to examine the population or sample, namely Starbucks Coffee Pontianak consumers, the sampling technique is done randomly, data collection uses quantitative or statistical data analysis research instruments with the aim of testing the hypothesis that has been applied. This study uses a questionnaire as a tool in data collection. The total population to be studied is 900 people. This number is obtained from the calculation of the average consumer who comes to Starbucks Coffee Pontianak in the last three months from September to November 2021 with a sample using the Slovin sampling formula so there are 90 people as a sample study. Sugiyono (2012:38) states that research variables are equipment or properties or values of a

person, object or activity that has a special type determined by the researcher to be studied and then draw conclusions. The independent variables in this study are Brand Image (X1) and Consumer Trust (X2) while the dependent variable is Purchase Decision (Y). This research was conducted from October 2021 to January 2022 and the data processed by using SPSS version 25

3. RESULTS AND DISCUSSION
Validity Test Results
Questionnaires that have been distributed in this study amounted to 24 statements that will be used as an analytical tool and distributed to 90 respondents. A good data collection statement must meet the validity test requirements first. In this study a valid statement can be described as follows:
Df = N-2 = 90-2 = 88
Then obtained r table of 0.207.

1. Results of Brand Image Validity Test of Starbucks Coffee Pontianak (X1)
Based on SPSS calculations, it can be seen that all items in the statement of variable X1 (Brand Image) have r(count) greater than r(table) which is 0.207. so it can be concluded that the 6 statements of the variable x1 (Brand Image) are declared VALID according to the basis for decision making in the validity test, namely r(count)>r(table), then the statement is declared VALID. So it deserves further analysis.

2. Consumer Trust Validity Test Results (X2)
Based on the calculations, it can be seen that all items in the statement of the variable X2 (Consumer Trust) have r(count) greater than r(table) which is 0.207. so it can be concluded that the 6 statements of the variable x1 (Consumer Trust) are declared VALID according to the basis for decision making in the validity test, namely r(count)>r(table), then the statement is declared VALID. So it deserves further analysis.

3. Result of Validity Test of Purchase Decision Variable (Y)
Based on calculations, all items have a coefficient of validity greater than the value of r(table) which is 0.207 so it can be concluded that all items are declared VALID, which means that the statements in the questionnaire can be used to measure purchasing decision variables and are able to produce accurate variables according to the research objectives.

Reliability Test Results
Brand Image Variable (X1)
The results of the reliability test for the Brand Image variable (X1) showed the Cronbach Alpha value of 0.812. According to Hendarsono (2013) if r> 0.6 then the item can be declared to meet the requirements of the reliability of the questionnaire or reliable. So it can be concluded that all variables in this study are "Very Reliable" and it is said that respondents who filled out the questionnaire got reliable/consistent scores in answering and providing information and information given to the sub-variables of Brand Image (X1).

Consumer Trust Variable (X2)
The results of the reliability test for the consumer trust variable (X2) showed the Cronbach Alpha value of 0.911. So it can be concluded that all variables in this study are "Very Reliable" and it is said that respondents who filled out the questionnaire got very reliable/consistent scores in answering and providing information and information provided on the sub-variables of consumer trust (X2).

Purchase Decision Variable (Y)

Cronbach Alpha for the purchase decision variable (Y) is 0.846. So it can be concluded that all variables in this study are "Very Reliable" and respondents are very consistent in providing answers to the statements given in the questionnaires that have been distributed.

Descriptive Statistics Test Results

Discussion on the statement of Brand Image Variable (X1)

Respondents who strongly disagree with the first sub-variable statement have a percentage of 2.2%, namely 2 respondents, the percentage disagree is 3.3%, namely 3 people, respondents who choose to agree have a percentage of 66.7% or 60 people and those who strongly agree with the sub-variable statement The first number is 25 people and has a percentage of 27.8%. This is because Starbucks Coffee in Pontianak is able to provide convenience to consumers which is one of the reasons why Starbucks Coffee is in demand by many people.

Respondents who strongly agree with the second statement in the brand image variable are 24 respondents, namely 26.7%, respondents who agree with the statement are 57 respondents with a percentage of 63.3%. On the other hand, the respondents who chose to disagree were 7 people with 7.8% and strongly disagreed with 2 people (2.2%). This shows that Starbucks Coffee Pontianak is able to serve food and drinks that can satisfy customers.

Respondents who strongly agree are 37 respondents (41.1%), agree are 41 respondents (45.6%), disagree are 9 respondents (10%) and strongly disagree are 3 respondents (3.3%). This shows that one of the advantages of Starbucks Coffee that all other brands do not have is that its outlets are spread almost all over the place, making it easier for consumers to buy products from Starbucks.

From a total of 90 respondents, who chose strongly agree for the sub-variable statement above, 10 respondents had a percentage of 11.1%, agreed 41 respondents (45.6%), disagreed 32 respondents (35.6%) and strongly disagreed with 7 respondents (7.8%). Therefore, it can be concluded that Starbucks Coffee gives its own special impression to its consumers so that whenever they have the desire to drink coffee, Starbucks Coffee is always a brand that crosses the minds of consumers even though today there are many coffee brands spread throughout Indonesia.

Of the total 90 respondents who voted strongly agree, 22 respondents (24.4%), agreed 53 respondents (58.9%), disagreed 12 respondents (13.3%) and strongly disagreed with 3 respondents (3.3%). This proves that one of the uniqueness of Starbucks Coffee that is not owned by other brands is that it is able to provide a pleasant ambiance and experience to consumers.

From a total of 90 respondents, there were 23 respondents (25.6%) who chose to strongly agree with the sub-variable statement above, 56 respondents (62.2%) chose to agree, 9 respondents chose to disagree with a percentage of 10% and respondents who strongly disagreed amounted to 2 respondents (2.2%). From these data, it is evident that Starbucks Coffee can always meet the expectations of its consumers with the consistent taste of its food and beverage products.

Discussion on the statement of Consumer Trust Variable (X2)

From a total of 90 respondents, there were 36 respondents (40%) who chose to strongly agree with the statement 1 Sub Variable Ability (Ability) above, 51 respondents (56.7%) chose to agree, 2 respondents chose to disagree with a percentage of 2.2% and respondents who strongly disagree amounted to 1 respondent (1.1%). This shows that Starbucks Coffee in Pontianak during the pandemic has implemented health protocols in accordance with applicable standards so that consumers who come to Starbucks outlets feel that they are safe and comfortable.

The results of the questionnaire on statement 2 Variable X2 Consumer Trust, Sub-Variable Ability (Ability) shows that respondents who strongly disagree and disagree with statement 2, each amounting to 1 respondent with the same percentage, namely 1.1%, while for respondents who are very agree with 37 respondents with a percentage of 41.1% and agree with 51 respondents, namely 56.7%. From these results it can be concluded that the respondents AGREE to the statement 2 X2 variables that assess respondents.

The questionnaire on statement 3 Variable X2 Consumer Trust, Sub-variable Kindness shows that respondents who strongly disagree are 1 respondent (1.1%), disagreed are 8 respondents (8.9%), while for respondents who strongly agree are 21 respondents with a percentage of 23.3 % and agree that there are 60 respondents, namely 66.7%. From the data above, it can be concluded that the respondents AGREE that Starbucks provides programs and services to meet consumer needs during the pandemic.

The results of the questionnaire on the statement 4 Variable X2 Consumer Trust, Sub-variable Kindness shows that respondents who strongly disagree are 1 respondent (1.1%), disagreed are 2 respondents (2.2%), while for respondents who strongly agree are 30 respondents with a percentage 33.3% and agree that there are 57 respondents, namely 63.3%. From the results of the data above, it can be concluded that the respondents AGREE to Starbucks Coffee to give great attention to realizing quality services to consumers.

The results of the questionnaire on statement 5 Variable X2 Consumer Trust, Integrity Sub Variable shows that respondents who strongly disagree are 1 respondent (1.1%), disagreed are 8 respondents (8.9%), while for respondents who strongly agree are 23 respondents with a percentage of 25.6 % and agree that there are 58 respondents, namely 64.4%. From the data above, it can be concluded that the respondents AGREE to Starbucks Coffee can guarantee the safety and security of consumers during the pandemic.

The results of the questionnaire on the last statement of the X2 Consumer Trust Variable, Integrity Sub-variable showed that respondents who strongly disagreed were 1 respondent (1.1%), no respondents chose to disagree, while for respondents who strongly agreed were 28 respondents with a percentage of 31.1%. and agree that there are 61 respondents, namely 67.8%. From the data above, it can be concluded that the respondents AGREE with statement 6 of the X2 variable, which means that Starbucks Coffee has succeeded in implementing services in accordance with health protocols.

Result of Statement of Purchase Decision Variable (Y)

The questionnaire on statement 1 of the Purchase Decision Variable Y, Product Choice Sub Variable shows that respondents who strongly disagree are 2 respondents (2.2%), disagree with 1 respondent, namely 1.1%, while for respondents who strongly agree are 34 respondents with a percentage of 37.8 % and agree that there are 53 respondents, namely 53%. From the data above, it can be concluded that the respondents AGREE with statement 1 because Starbucks Coffee has good taste quality so that it attracts consumers to buy food and beverage products.

The results of the questionnaire in statement 2 of the Purchase Decision Variable Y, Product Choice Sub-variable indicate that respondents who strongly disagree are 4 respondents (4.4%), disagreeing are 5 respondents, namely 5.6%, while for respondents who strongly agree are 27 respondents with a percentage 30% and agree that there are 54 respondents, namely 60%. From the data above, it can be concluded that the respondents AGREE with statement 2 which indicates that the respondents bought Starbucks Coffee because of the products provided.

The questionnaire on statement 3 of the Purchase Decision Variable Y, Brand Choice Sub-variable shows that respondents who strongly disagree are 28 respondents (31.1%), disagree are 42 respondents, namely 46.7%, while for respondents who strongly agree are 3 respondents with a percentage of 3.3 % and agree that there are 17 respondents, namely 18.9%. From the data above, it can be concluded that the respondents DO NOT AGREE with statement 3. This may be due to the relatively more expensive Starbucks price compared to other brands that are popping up a lot nowadays.

The results of the questionnaire on statement 4 of the Purchase Decision Variable Y, Brand Choice Sub-variable showed that the respondents who strongly disagreed were 10 respondents (11.1%), disagreed with 46 respondents, namely 51.1%, while for respondents who strongly agreed were 12 respondents with a percentage 13.3% and agree that there are 22 respondents, namely 24.4%. From the data above, it can be concluded that the respondents DO NOT AGREE with statement 4 which means that Starbucks Coffee is not a priority for the respondents when they want to go to a cafe. This is probably due to the number of cafes emerging today that offer more affordable prices for most people.

The results of the questionnaire on statement 5 of the Purchase Decision Variable Y, Dealer Choice Sub-variable showed that respondents who strongly disagreed were 2 respondents (2.2%), disagreed with 4 respondents, namely 4.4%, while for respondents who strongly agreed were 26 respondents with a percentage 28.9% and agree that there are 58 respondents, namely 64.4%. From the data above, it can be concluded that the respondents AGREE with statement 5 that Starbucks Coffee is able to provide a comfortable atmosphere for its consumers.

The questionnaire on statement 6 of the Purchase Decision Variable Y, Dealer Choice Sub-variable shows that the respondents who strongly disagree are 1 respondent (1.1%), disagreeing is 7 respondents, namely 7.8%, while for respondents who strongly agree are 19 respondents with a percentage of 21.1 % and agree that there are 63 respondents, namely 70%. From the data above, it can be concluded that the respondents AGREE with statement 6 which means that Starbucks Coffee on Jalan Hos Cokroaminoto is a strategic place and suitable to be used as a meeting point.

The results of the questionnaire on statement 7 of the Purchase Decision Variable Y, Sub-Variable Purchase Amount indicate that respondents who strongly disagree are 7 respondents (7.8%), disagree are 25 respondents, namely 27.8%, while for respondents who strongly agree are 9 respondents with a percentage 10% and agree that there are 49 respondents, namely 54.4%. From the data above, it can be concluded that the respondents AGREE with statement 7 which means that the respondents always order more than one product when making a purchase at Starbucks Coffee. This is because Starbucks Coffee provides food and beverage products with various variants.

The results of the questionnaire on statement 8 of the Purchase Decision Variable Y, Sub-Variable Purchase Amount showed that respondents who strongly disagreed were 1 respondent (1.1%), disagreed with 11 respondents, namely 12.2%, while for respondents who strongly agreed were 21 respondents with a percentage 23.3% and agree that there are 57 respondents, namely 63.3%. From the data above, it can be concluded that the respondents AGREE with statement 8 which means that respondents buy food and beverage products at Starbucks Coffee because of the variety of products provided.

The results of the questionnaire on statement 9 of the Purchase Decision Variable Y, Purchase Timing Sub Variable shows that respondents who strongly disagree are 1 respondent (1.1%), disagreed are 12 respondents, namely 13.3%, while for respondents who strongly agree are 44 respondents with a percentage 44% and agree that there are 33 respondents, namely 36.7%. From the data above, it can be concluded that the respondents STRONGLY AGREE with statement 9 most of the respondents made purchases at Starbucks Coffee when there was a promo.

The results of the questionnaire on statement 10 of the Purchase Decision Variable Y, Purchase Timing Sub Variable showed that respondents who strongly disagreed were 3 respondents (3.3%), disagreed with 23 respondents, namely 25.6%, while for respondents who strongly agreed were 18 respondents with a percentage 20% and agree that there are 46 respondents, namely 51.1%. From the data above, it can be concluded that the respondents AGREE with statement 10, most of the respondents make purchases of food and beverage products at Starbucks Coffee when hanging out with friends.

The results of the questionnaire on statement 11 of the Purchase Decision Variable Y, Sub-Variable Purchase Method showed that respondents who strongly disagreed were 2 respondents (2.2%), disagreed with 10 respondents, namely 11.1%, while for respondents who strongly agreed were 23 respondents with a percentage 25.6% and agree that there are 55 respondents, namely 61.1%. From the data above, it can be concluded that the respondents AGREE with statement 11 which means that most of the respondents make payments by e-commerce because it is easier and can reduce cash payments.

The results of the questionnaire on statement 12 of the Purchase Decision Variable Y, Sub-Variable Purchase Method showed that respondents who strongly disagreed amounted to 1 respondent (1.1%), disagreed with 8 respondents, namely 8.9%, while for respondents who strongly agreed were 35 respondents with a percentage 38.9% and agree that there are 46 respondents, namely 51.1%. From the data above, it can be concluded that the respondents AGREE with statement 12 which means that most of the respondents make payments by e-commerce because there are many discount promos available.

Average Test Results (Mean Analysis)
Brand Image Variable Average Test Results (X1)
Based on the results of descriptive statistical analysis, the mean value of each statement shows the diversity of respondents' behavior in answering the questionnaire statements.

The average test result of the 3 (three) sub-variables of the X1 Brand Image variable is 3.05 which when adjusted based on the Interval Value Level Criteria Table is in the interval 2.51 – 3.25 which is GOOD. The highest mean value for the X1 Brand Image variable falls to statement 3 (three) on the brand association strength indicator which contains "It is easy to find Starbucks because there are many outlets," with a mean value of 3.24 which means GOOD.

While the lowest mean value of the variable (X1) Brand Image sub-variable of brand association strength is 2.60 which is owned by statement 4 (four) which contains "When there is a desire to drink coffee, I always remember Starbucks", this proves that the value of the strength of the association the brand in statement 4 is still in the GOOD category, but has the smallest value compared to other indicators.

Average Test Results of Consumer Trust Variable (X2)
Based on the results of the descriptive statistical analysis in table 4.36, the mean value of each statement shows the diversity of respondents' behavior in answering the questionnaire statements.

The average test result of 3 (three) sub-variables of the variable X2 Consumer Trust is 3.26 which when adjusted based on the Criteria Table for Interval Value Levels is in the interval 3.26 – 4.00 which is VERY GOOD. The highest mean value for the X2 variable Consumer Trust falls to statement 2 (three) on the Ability indicator which contains "Starbucks Coffee guarantees consumer safety and comfort according to health protocols," with a mean value of 3.38 which means VERY GOOD.

While the lowest mean value of the variable (X2) Consumer Trust sub-variable kindness is 3.12 which is owned by statement 3 (three) which contains "Starbucks during the pandemic has programs and services to meet my needs", this proves that the value of strength the brand association in statement 4 is still in the GOOD category, but has the smallest value compared to other indicators.

Average Test Results of Purchase Decision Variables (Y)
The average test result of 6 (six) sub-variables of the variable Y Purchasing Decision is 2.95 which when adjusted based on the Interval Value Level Criteria Table is in the interval 2.51 – 3.25 which is GOOD. The highest mean value in the variable Y Purchase Decision falls to statement 9 (Nine) with the content "I buy Starbucks products when there is a promo", with a mean value of 3.33 which is in the interval 3.26 - 4.00 which means VERY GOOD.

While the lowest mean value of the variable (Y) Purchase Decision statement 3 (three) on Brand Choice which contains "I can't drink coffee other than Starbucks coffee," with a mean value of 1.94 which is in the interval 1.76 - 2.50 which means BAD.

Correlation Test
Based on calculations, the value of the X1 Brand Image variable and X2 Consumer Trust variable have a relationship with the Purchase Decision Y variable that is on the level STRONG based on the Correlation Level Table, as in the 0600 - 0.799 interval.

Coefficient of Determination Test
The Result of the Coefficient of Determination of the Brand Image Variable (X1) on the Y variable Purchasing Decision

Based on the calculations, it is known that R square has a value of 0.649. This means that the independent variable (independent variable) X1 Brand Image has a simultaneous contribution to the dependent variable (dependent variable) Y Purchase Decision of 64.9% and the remaining 35.1% is influenced by other factors which were not investigated in this study.

The Result of the Coefficient of Determination of the Consumer Trust Variable (X2) on the Y variable Purchasing Decision.

Based on the calculation, it is known that R square has a value of 0.555. This means that the independent variable (independent variable) X2 Consumer Trust has a simultaneous contribution to the dependent variable (dependent variable) Y Purchase Decision of 55.5% and the remaining 44.5% is influenced by other factors that are not investigated in this study.

Coefficient of Determination Test Results for Brand Image (X1) and Consumer Trust (X2) on Purchase Decision Y

Based on the calculation, it is known that R square has a value of 0.716. This means that the independent variables (independent variables) X1 Brand Image and X2 Consumer Trust have a simultaneous contribution to the dependent variable, the dependent variable Y Purchase Decision is 71.6% and the remaining 28.4% is influenced by factors others that were not investigated in this study.

Linear Regression Test Results
  Simple Linear Regression Test Results
    Brand Image Simple Linear Regression Test Results on Purchase Decisions (X1-Y)

Based on the results of the above calculations, it can be concluded that the Brand Image Variable (X1) has an effect on the Purchase Decision (Y) with a value of 11,517. The details are as follows :
a. If the Brand Image Variable (X1) is 0, then the value of Purchase Decision (Y) is 11.517.
b. The regression coefficient value of Brand Image (X1) is 1.306, this indicates that every time there is an increase in one (1) unit of assessment of respondents to Brand Image (X1), it will increase Purchase Decision (Y) by 1.306. If the Brand Image increases, it will further increase the Purchase Decision and vice versa if the Brand Image decreases it will decrease the Purchase Decision.

Simple Linear Regression Test Results Consumer Trust in Purchasing Decisions (X2-Y)

Based on the results of the above calculations, it can be concluded that the Consumer Trust Variable (X2) has an effect on Purchase Decisions (Y) with a value of 9.315. The details are as follows:
a. If the Consumer Trust Variable (X2) is 0, then the value of Purchase Decision (Y) is 9.315.
b. The regression coefficient value of Consumer Trust (X2) is 1.336, this indicates that every time there is an increase in one (1) unit of assessment of the respondent's Consumer Trust (X2), it will increase the Purchase Decision (Y) by 1.336. If Consumer Trust increases, it will further increase Purchase Decisions and vice versa if Consumer Trust decreases it will decrease Purchase Decisions.

Multiple Regression Test Results

The results of multiple linear regression equations between Brand Image Variables (X1) and Consumer Trust (X2) have an effect on Purchase Decisions (Y) with the following equation:

$$Y = 6.334 + 0.904X1 + 0.642X2$$

Then the results of the analysis of these equations, are:
a. If the Brand Image Variable increases by one (1) unit with the assumption that the Consumer Trust Variable is constant, then it is able to increase the Purchase Decision Variable by 0.904.
b. If the Consumer Trust Variable increases by one (1) unit with the assumption that the Brand Image variable is constant, then it is able to increase the Purchase Decision Variable r by 0.642.
c. The value of the constant will be 6.334 if the value of the Brand Image and Consumer Trust Variable is 0. Then the value of the Purchase Decision Variable is 6.334.

T . Test Results
T-Test Results of Brand Image Variable (X1) on Y Variable Purchasing Decision

The test in this study used a significance level of 0.05 according to the formula $N = /2$. The value of df (degree of freedom) is calculated using the formula $df = n – 2$.

$$Df = 90 – 2 = 88$$

Then it can be seen the value in the T table at the value of df 88 which is 1.66235. The calculated T value contained in table 4.42 is 12.762 which means that the value is greater than T table 1.66235. The calculated T value > T table (12,762 > 1,66235) then the hypothesis is accepted (H0 is rejected, H1 is accepted), where it can be concluded that the X1 variable (Brand Image) has a partial effect on the Y variable (Purchase Decision).

T-Test Results of Consumer Trust Variable (X2) on Y Variable Purchasing Decision
The test in this study used a significance level of 0.05 according to the formula N = /2. The value of df (degree of freedom) is calculated using the formula df = n – 2.
Df = 90 – 2 = 88
Then it can be seen the value in the T table at the value of df 88 which is 1.66235. The calculated T value contained in table 4.42 is 12.762 which means that the value is greater than T table 1.66235. The calculated T value > T table (12,762 > 1,66235) then the hypothesis is accepted (H0 is rejected, H1 is accepted), where it can be concluded that the X2 variable (Consumer Trust) has a partial influence on the Y variable (Purchase Decision).

Hypothesis Test (Test F) Variable X1 Brand Image and X2 Consumer Trust Against Variable Y Purchase Decision
To prove the effect of Brand Image and Consumer Trust on Purchase Decisions, a hypothesis test (Test F) was conducted. The F test aims to determine the effect of brand image and consumer trust on purchasing decisions simultaneously and simultaneously. The following is the formulation of the established hypothesis:
Hypothesis 3:
a. There is no influence of Brand Image and Consumer Trust on Purchase Decision (H0).
b. The influence of Brand Image and Consumer Trust on Purchase Decisions (H1).
The analytical method of the F Hypothesis Test, is:
a. If F count > F table, then H0 is accepted and H1 is rejected so that Variables X1 and X2 simultaneously do not affect Variable Y.
b. If F count > F table, then H1 is accepted and H0 is rejected so that Variables X1 and X2 simultaneously do not affect Variable Y.
Based on the SPSS output, it can be seen that the calculated F = 109,407 with a significance level or probability of 0.000 so it can be said that the sig. < (α) 0.1, then (H0) is rejected and (H1) is accepted.
Then, it can be seen that simultaneously or jointly Brand Image Variables (X1) and Consumer Trust (X2) affect Purchase Decisions (Y) by looking at the comparison of F table with F count. By using the following formula.
The number of samples used (n) is 90
The number of independent variables (X) used (k) is 2
The formula is:
Df1 = k-1, then dfl = 3 – 1= 2
Df2 = n – k, then df2 = 90 – 2 = 88
Value of Sig. (α) = 10% or 0.1, then the value of Ftable is 6.93
It is concluded that the hypothesis (H1) is accepted which says that Brand Image (X1) and Consumer Trust (X2) together have a significant effect on purchasing decisions with evidence.
Fcount (109.407) > Ftable (6.93)

Application Implications
The implication of the research results shows that the respondents' assessment of the Brand Image and Consumer Trust in Purchasing Decisions shows that the results of the respondents' answers tend to be uniform. Furthermore, after the results of the questionnaire were analyzed using simple and multiple linear regression analysis, the results obtained were that this study stated that Brand Image has a unidirectional relationship of 0.649 and has an effect on Purchase Decisions of 0.806, while the

Consumer Trust Variable has a unidirectional relationship of 0.745 and has an effect to the Purchase Decision of 0.555. Brand Image and Consumer Trust variables have a unidirectional relationship of 0.846 and have an effect on Consumer Trust of 0.716.

4. CONCLUSION

The Brand Image at Starbucks Coffee Pontianak is declared GOOD, this is indicated by the average value (mean) of 3.05 which is in the interval between 2.51 – 3.25. Consumer Trust at Starbucks Coffee Pontianak is stated to be VERY GOOD, this is indicated by the average value (mean) of 3.26 which is in the interval 3.26 – 4.00. The Purchase Decision at Starbucks Coffee Pontianak is declared GOOD, this is indicated by the average value (mean) of 2.95 which is in the interval 2.51 – 3.25.

Brand Image (X1) has an influence on Purchase Decisions (Y) by 64.9% and the remaining 35.1% is influenced by other factors not examined in this study. Consumer Trust (X2) has an influence on Purchase Decisions (Y) by 55.5% and the remaining 44.5% which is influenced by other factors not examined in this study. Brand Image (X1) and Consumer Trust (X2) have an effect on Purchase Decision (Y) together by 71.6% and the remaining 28.4% is influenced by other factors not examined in this study.

The lowest mean value on the Brand Image variable indicator (X1) is obtained by statement 4 (four), namely "When there is a desire to drink coffee, I remember Starbucks," with a value of 2.60. Based on these results, the researchers suggest to Starbucks to make other more creative innovations to expand their target market.

The lowest mean value for the indicator variable Consumer Trust (X2) is obtained by statement 3 (three) "Starbucks during the pandemic has programs and services to meet my needs", with a value of 3.12. Based on this value, the researchers suggested to Starbucks to add new programs during the pandemic for consumers.

The lowest mean value for the Purchasing Decision variable indicator (Y) is obtained by the statement "I can't drink coffee other than Starbucks coffee," with a value of 1.94. Based on these results, the researchers suggested to Starbucks to add more unique and interesting flavor variants in order to invite consumers who have the potential to make repeat purchases.

To further researchers, because this research has been completed, the researchers suggest to make research with different methods and objects so that they can be compared and researchers hope that this research can be an illustration for future researchers to conduct better research.

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