THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, AND BRAND IMAGE ON CONSUMER PURCHASE DECISIONS AT AXL COFFEE

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Abstract: This study aims to examine the significant influence of product quality, service quality, and brand image on consumer purchasing decisions at Axl Coffee. The research was conducted at the café, with the population consisting of all consumers. A total of 100 respondents were selected as the sample using a purposive sampling technique, namely sample selection based on specific considerations. Data analysis was carried out using multiple linear regression, supported by t-tests, F-tests, and the coefficient of determination (R^2). The t-test results show that product quality, service quality, and brand image each have a significant partial effect on purchasing decisions. Meanwhile, the F-test confirms that the three variables simultaneously have a significant influence on purchasing decisions.

Keywords: *product quality, service quality, brand image, and consumer purchasing decisions.*

1. Introduction

According to global data, Indonesia ranks fourth in terms of population. This creates a highly potential market for businesses to market their products. This marketing activity fosters intense business competition, with companies that can sell products in high volume and reach the largest possible number of consumers winning.

Basically, every company wants to succeed in its business. One way to achieve this goal is through marketing activities, which Kotler (2000) defines as a social process by which individuals and groups obtain what they need and want through creating and voluntarily exchanging products of value.

Increasingly fierce business competition is forcing companies to seek various ways to attract consumers. In applying the marketing concept, companies need to understand consumer behavior and the factors that influence their purchasing decisions. This is crucial because, according to Kotler (1996), the key to a company's success is understanding the needs and wants of the target market and providing satisfaction more effectively and efficiently than competitors.

Although the purchasing decision-making process is essentially similar, factors such as personality, age, income, and lifestyle vary from person to person. Schiffman and Kanuk define a purchasing decision as a choice between two or more alternatives, including decisions about the type, form, brand, quantity, place of purchase, time, and payment method.

As a business player in the culinary or F&B (Food and Beverage) sector, Axl Coffee is expected to offer added value to increase consumer purchasing interest. Product quality is a crucial factor, because today's consumers are critical and purchasing decisions are heavily influenced by their assessment of quality. Product quality reflects a product's ability to perform its functions, including durability, reliability, and ease of maintenance, which ultimately provide benefits according to consumer expectations. Good quality will strengthen the brand image in the eyes of consumers.

In a competitive environment, companies also need to focus on excellent service. Distribution strategy is one option, where quality, according to Handoko (2000), is determined by a set of usability, durability, and appearance. A quality and reliable product will stick in the minds of consumers, who are willing to pay for that value. Service quality, defined as the act of meeting the needs of others, is also crucial. Friendly and efficient service will create a sense of comfort and influence purchasing decisions at Axl Coffee.

The demand for quality products drives companies to continuously innovate to maintain their brand image. Brand image serves to differentiate products and help consumers choose among various alternatives. Efforts to maintain brand image can be achieved through technological innovation, competitive pricing, and appropriate promotions. A strong brand image will positively impact purchasing decisions, which are the result of consumer perceptions of product quality, service quality, and the brand image itself. Price is seen not only as an indicator of cost but also as an indicator of quality.

Based on the problem background above, the author is interested in conducting research with the title: The Influence of Product Quality, Service Quality, and Brand Image on Consumer Purchasing Decisions at Axl Coffee.

2. Research Method

The object of this research was Axl Coffee, with the target population being consumers who visit the cafe. The sample was taken from a portion of the population deemed capable of representing the overall characteristics of the population, with a more limited number. The sample determination used the Purposive Sampling technique, namely the selection of samples based on certain criteria. Based on calculations, the number of samples involved in this study was 100 respondents. Data analysis was performed using multiple linear regression, t-test, F-test, and coefficient of determination (R^2).

3. Results and Discussion

3.1 Results

Classical Assumption Test Results

Normality Test Results

Normality test using One-Sample Kolmogorov-Smirnov Test by comparing the Asymptotic Significance value to the significance level.

Table 1. Normality Test

	Kolmogorov Smirnov	Sig (2-tailed)	p-value	Information
Unstandardized residual	1,022	0.247	$P > 0.05$	Normal

Source: Data processed using SPSS version 21

The Kolmogorov-Smirnov test results show an unstandardized residual p-value of 0.247. Because this value exceeds the significance level of $\alpha = 0.05$, it can be concluded that all data are normally distributed or have a normal distribution pattern.

Multicollinearity Test Results

The purpose of the multicollinearity test is to identify whether there is a strong or perfect relationship (correlation) between one independent variable and another independent variable in the research model.

Table 2. Multicollinearity Test Results

No	Variabel	Toleran	VIF	α	Information
1	Quality Product	0.217	4,607	10	Free multikolinieri
2	Quality Service	0.241	4,151	10	Free multikolinieri
3	Citra Brand	0.218	4,590	10	Free multikolinieri

Source: Data processed using SPSS version 21

From the table above, it can be seen that VIF < 10, so multicollinearity does not occur.

Heteroscedasticity Test Results

The purpose of this test is to detect the presence or absence of heteroscedasticity in the regression model, namely a condition where the residual variance is not constant between observations.

Table 3. Heteroscedasticity Test Results

Variable	Significance level	Sig.	Conclusion
Quality service	0.05	0.229	Free Heteroscedasticity
Quality Product	0.05	0.430	Free Heteroscedasticity
Trust	0.05	0.520	Free Heteroscedasticity

Source: Data processed using SPSS version 21

From the table above, it can be seen that a probability value > 0.5 means it is free from heteroscedasticity.

Hypothesis Test Results
Multiple Linear Regression Analysis

The analysis is used to test and determine the magnitude of the influence given by the variables Product Quality (X1), Brand Image (X2), and Service Quality (X3) on the Purchase Decision variable (Y).

Table 4. Recapitulation of Multiple Linear Regression

Variables	β	t count	Sig.
(Constant)	1,601		
Quality Product	0.316	2,833	0.006
Quality Service	0.397	3,683	0
Brand Image	2,833	2,766	0.007

Source: Data processed using SPSS version 21

Based on results data processing using the SPSS version 21 program was obtained results as following :

$$Y = 1{,}601 + 0.316\, X_1 + 0.397\, X_2 + 2{,}833\, X_3$$

The regression equation can be interpreted by analyzing the coefficient values of each variable, as follows.
1. a = The constant value of 1.601 indicates that if the values of all independent variables, namely Product Quality (X1), Service Quality (X2), and Brand Image (X3) are considered zero or constant, then the Purchase Decision (Y) at Axl Coffee is estimated to have a positive value of 1.601 units.
2. $b_1 = 0.316$, based on the results of the regression analysis, the coefficient for the Product Quality variable (X1) is 0.316. This means that by keeping Service Quality (X2) and Brand Image (X3) constant, an increase in Product Quality has a significant positive influence on purchasing decisions.
3. $b_2 = 0.397$, the results of the regression analysis show that the Service Quality variable (X2) has a coefficient of 0.397. This means, assuming the Product Quality (X1) and Brand Image (X3) variables are constant, every one unit increase in Service Quality will contribute positively to Purchasing Decisions.
4. $b_3 = 2.833$, Based on the results of the regression analysis, the Brand Image variable (X3) has a positive regression coefficient of 2.833. This interprets that, when the Product Quality (X1) and Service Quality (X2) variables are considered constant, every one unit increase in Brand Image will provide a significant positive contribution to Purchasing Decisions.

F Test Results
Simultaneous testing (F-test) aims to test the significance of the influence of all independent variables simultaneously on the dependent variable. A summary of the F-test results is presented in the following table.

Table 5. F test

F count	F table	Sig.
113,763	2,699	0,000

Source: Data processed using SPSS version 21

Based on the results of the F test analysis, the F count value was obtained at 113.763. Because the F count value exceeds the F table value, the null hypothesis (H0) is rejected. Thus, it can be stated that there is a significant influence simultaneously from the independent variables (Product Quality, Service Quality, and Brand Image) on Consumer Purchasing Decisions at Axl Coffee .

t-Test Results
To test the significance of the partial influence of each independent variable, namely product quality (X1), service quality (X2), and brand image (X3), on the dependent variable (purchase decision/Y), a t-statistical test was conducted. A summary of the t-test results is presented in the table below.

Table 6. t-test

Information	t count	t table	Sig.	Information
Product Quality	2,833	1,985	0.006	H1 accepted
Quality of Service	3,683	1,985	0,000	H2 accepted
Brand Image	2,766	1,985	0.007	H3 is accepted

Source: Data processed using SPSS version 21

a. t-Test of Product Quality (X1) on Purchasing Decision (Y)

Based on the calculation, the calculated t-value for the Product Quality variable is 2.833, which exceeds the t- table value of 1.985. This causes H0 to be rejected, thus concluding that Product Quality has a significant effect on Purchasing Decisions. Thus, the first hypothesis stating that there is a significant influence between Product Quality and Purchasing Decisions at Axl Coffee can be accepted.

b. t-Test of Service Quality (X2) on Purchasing Decision (Y)

The Service Quality variable obtained a t-value of 3.683. Because this value is greater than the t- table of 1.985, H0 is rejected. This proves that Service Quality has a significant influence on Purchasing Decisions. Therefore, the second hypothesis proposed is empirically proven.

c. T-Test of Brand Image (X3) on Purchasing Decision (Y)

The analysis results for Brand Image show a calculated t of 2.766 > t table of 1.985. The statistical decision taken is to reject H0, which indicates a significant influence of Brand Image on Purchasing Decisions. This result confirms the statement in the third hypothesis.

Results of the Determination Coefficient Test (R^2)

The coefficient of determination (R^2) is used to measure the extent to which variation in a dependent variable can be explained by the independent variables collectively. R^2 values range from 0 to 1, with values closer to 1 indicating a better explanatory power for the regression model. The results of the coefficient of determination calculation are presented in the table below.

Table 7. Coefficient of Determination Test (R^2)

R	R^2	Information
0.883	0.654	65.4%

Source: Data processed using SPSS version 21

The R^2 value of 0.654 indicates that the combination of product quality, service quality, and brand image contributes 65.4% to the variation in purchasing decisions at Axl Coffee. The remaining 34.6% is influenced by other variables not included in the model.

3.2 Discussion

Findings This prove that Quality Product influential positive to Decision Purchase , according to with the proposed hypothesis . Consistency results This strengthened by research previously . Adriansyah & Aryanto (2012) found influence positive quality product on decision purchasing J&C Cookies, while Suharto & Suwarto (2014) revealed influence directly . This means that the variation in Quality Product linearly will influence level decision purchase .

As component key in mix marketing , products (goods / services) become focus consumption direct consumer research This study product through dimensions quality product And quality service . Indicator quality product covering packaging , design , features , and Quality assurance superior product No only satisfying desire consumer but Also increase loyalty (purchase repeat) and push decision purchase . The impact is the quality product in a way direct influence performance business And related close with mechanism taking decision consumers . By Because that , keep quality good product is factor determinant for formation decision profitable purchase .

Quality Service influential positive And significant to Decision Purchases , as hypothesized . This is show that more services Good will push decision purchase . Results This in line with findings Masiruw et al . (2015) and Rohmah (2015), each of which prove influence significant quality service in industry automotive And jewellery .

Quality service hold role strategic Because become foundation in giving optimal service to consumers . Impact positive from quality service is increasing Power pull And loyalty consumer to product company . From the side theoretical , quality service can understood as an evaluation model that compares between hope consumers (originating from from experience previously , communication between individuals , and exposure advertisement) with performance the services they provide feel in a way real .

In perspective consumers , quality service measured from to what extent is reality services received in accordance with hope they . Quality This built from two aspects : service output (quality technical) and the delivery process (quality) functional). By Because that , the company need focus on a number of element critical :
a. Proof physical , such as clean environment And neat , for create comfort .
b. Reliability in give the right service And professional .
c. Power responsive For respond request with fast .
d. Guarantee through attitude polite And trusted from employee .
e. Empathy with understand need specific customer .
With optimize all over element this company can build quality excellent service And influential positive on decision purchase .

The analysis results prove that brand image has a positive and significant influence on purchasing decisions, thus the third hypothesis can be accepted. This finding is in line with previous studies. For example, Rohmah (2015) concluded that brand image has a significant influence on purchasing decisions for jewelry products. Similar support was also obtained from the study of Masiruw et al. (2015), which showed that partially, brand image has a significant influence on purchasing decisions for Toyota Rush cars in Manado City.

A brand is a symbolic entity rich in meaning, encompassing six dimensions: attributes, benefits, values, culture, personality, and user identity. Essentially, a brand is a means of identification—a name, sign, symbol, or design—that differentiates an offering from competitors' products. Modern marketing orientation emphasizes the importance of creating an impression through strong brand building. Consequently, a brand not only builds a unique image for its product but also acts as a conduit of information and a motivator for consumers in making purchasing decisions.

4. Conclusion
Based on the results of the analysis and discussion carried out by the researcher, it can be concluded that:

a. The results of the F test show that simultaneously the variables of product quality, service quality, and brand image influence consumer purchasing decisions at Axl Coffee because the calculated F is greater than the F_{table}.

b. Based on the t-test results, it was identified that product quality has a significant influence on purchasing decisions at Axl Coffee. This finding confirms the acceptance of the first hypothesis, which states that product quality has a positive influence on consumer purchasing decisions.

c. Statistical analysis using a t-test demonstrated a significant influence between service quality and purchasing decisions at Axl Coffee. Thus, the second hypothesis, which states that service quality plays a positive role in influencing purchasing decisions, is accepted.

d. The t-test results show that brand image has a significant influence on purchasing decisions at Axl Coffee. This proves the validity of the third hypothesis, namely that brand image has a positive influence on consumer purchasing decisions.

Suggestion

a. This study shows that three variables (product quality, service quality, and brand image) contribute 65.4% to purchasing decisions. Suggestions for further research include adding other potentially influential variables, such as price, promotion, location, or social media influence, to increase the explanatory power of the research model.

b. This study used purposive sampling with 100 respondents. To increase the generalizability of the results, it is recommended to use a random sampling method and enlarge the sample size to be more representative of the overall Axl Coffee consumer population.

c. Future research could compare the influence of these three variables across different Axl Coffee branches or other coffee brands. This could provide deeper insight into the dominant factors influencing purchasing decisions across different contexts.

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