

**THE ANALYSIS OF BRAND IMAGE ON PRODUCT PURCHASE DECISIONS AT
BLACK CUP COFFEE & ROASTER MANADO***ANALISIS CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PRODUK DI BLACK
CUP COFFEE & ROASTER MANADO*

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Abstract: The formulation of the problem in this study is how does brand image affect purchasing decisions at Black Cup Coffee & Roaster Manado. The aim of this research is to find out how brand image affects purchasing decisions at Black Cup Coffee & Roaster Manado. In this study, the researcher took a descriptive type of research using a qualitative approach because the purpose of this study was to make a systematic, factual, and accurate description, picture, or painting of the facts, characteristics, and relationships between the phenomena being investigated. The researcher concluded that the brand image of a business is sufficient to determine the purchase decision to buy the products offered by business actors, among the most dominant from the informants, namely having their own characteristics and having good product quality, so that it makes customers comfortable and getting used to it. come to Black Cup Coffee and Roaster. The management of Black Cup Coffee & Roaster must pay attention, there are several points that become complaints, namely, coffee quantity is lacking, there is no wifi, only one toilet, insufficient seats and still not comfortable. And it would be nice, all aspects that become complaints must be corrected immediately for the convenience of future customers who come.

Keywords: *Brand image, purchase decisions*

Abstrak: Rumusan masalah dalam penelitian ini adalah bagaimana pengaruh citra merek terhadap keputusan pembelian pada Black Cup Coffee & Roaster Manado. Penelitian ini bertujuan untuk mengetahui bagaimana citra merek mempengaruhi keputusan pembelian pada Black Cup Coffee & Roaster Manado. Dalam penelitian ini, peneliti mengambil jenis penelitian deskriptif dengan menggunakan pendekatan kualitatif karena tujuan dari penelitian ini adalah untuk membuat gambaran, gambaran, atau lukisan yang sistematis, faktual, dan akurat tentang fakta, karakteristik, dan hubungan antara fenomena yang sedang terjadi. Peneliti menyimpulkan bahwa citra merek suatu usaha cukup untuk menentukan keputusan pembelian untuk membeli produk yang ditawarkan oleh pelaku usaha, antara yang paling dominan dari informan yaitu memiliki ciri khas sendiri dan memiliki kualitas produk yang baik, sehingga membuat pelanggan nyaman dan terbiasa. datang ke Black Cup Coffee and Roaster. Manajemen Black Cup Coffee & Roaster harus memperhatikan, ada beberapa poin yang menjadi keluhan yaitu kuantitas kopi kurang, wifi tidak ada, toilet hanya satu, tempat duduk kurang memadai dan masih kurang nyaman. Dan alangkah baiknya, segala aspek yang menjadi keluhan harus segera diperbaiki demi kenyamanan calon pelanggan yang datang.

Kata Kunci: Citra merek, keputusan pembelian

INTRODUCTION

Research Background

Marketing strategy has an important role to achieve business success, especially during a crisis like today. Therefore, the marketing sector plays an important role in realizing the business plan. This can be done if the company wants to maintain and increase sales of the products or services they produce. In an era of omnipresent marketing messages for a bewildering number of competing options, a brand must find a way to create a connection with the consumer that leads to positive feedback. Brand image is defined as perceptions that consumers associate with a particular brand. The company's brand image will also be considered in consumers' selection decisions, a good brand image will be prioritized to meet consumer wants and needs because a good image of a company will get a positive value in the minds of consumers and can also provide an overview of the company's quality.

The purchase decision is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. One of the right strategies to influence purchasing decisions is to form a brand image in consumers. This strategy can beat the competition in the marketing field to be able to survive in marketing its products to consumers.

Before the pandemic, Manado was one of the cities where the Food and Beverage (F&B) industry, especially coffee shops, experienced developments in terms of business interest and buying interest. Black Cup Coffee & Roaster is one of the pioneers of coffee shops in Manado City whose concept is really a coffee shop. Founded in 2014, Black Cup Coffee & Roaster is one of the coffee shops that has managed to survive the Covid-19 pandemic.

The coffee shop business trend has changed due to the Covid-19 pandemic. The existence of social restrictions during the pandemic made coffee shops no longer visited as meeting places or work locations. The coffee shop business before the Covid-19 pandemic was very promising because it had become part of the consumer's lifestyle.

Research Objective

The aim of this research is to find out how brand image affects purchasing decisions at Black Cup Coffee & Roaster Manado.

THEORITICAL FRAMEWORK

Marketing

Marketing management is the activity of analyzing, planning, implementing, and controlling programs designed to establish, build and maintain profits from exchanges through target markets in order to achieve organizational (company) goals in the long term (Assauri, 2013: 12)

Consumer Behavior

According to Hasan (2013: 161), customer behavior is the study of the processes involved when individuals or groups select, buy, use, or manage products, services, ideas, or experiences to satisfy customer needs and desires.

Brand Image

Brand image is a collection of associations organized into something meaningful. Brand image is based on customer memory about a product, as a result of what someone feels about the brand. Pleasant or unpleasant feelings towards a brand will form the image and will be stored in the customer's memory (Roslina, 2010: 334).

Purchase Decisions

According to Kotler and Armstrong (2014: 181), the customer's purchase decision is to buy the most preferred brand from the various alternatives, but two factors can be between purchase intention and purchase decision. The first factor is the attitude of others and the second factor is the situational factor. Therefore, preferences and purchase intentions do not always result in an actual purchase. Purchasing decisions are individual activities that are directly involved in making decisions to make purchases of products offered by sellers.

Previous Research

Hasanah and Aziz (2021) research results shows that green marketing and brand image have a significant effect on repeat purchases simultaneously and separately. By understanding that the green marketing and brand image can influencing the repeat purchase of consumer of coffee shop in Bandung, one can compare future studies especially in the field of marketing management materials. The results of this research can be used to help practitioner to develop and improve marketing strategies more effectively and efficiently, especially for coffee shop that target people in the city of Bandung as their consumers.

Djatkiko and Pradana (2016) this study tried to investigate the reason concerning the purchase decision of smartphone. The variables that is used are brand image and product price of Samsung smartphone. The descriptive quantitative research method with a nonpurposive sampling was implemented by involving two independent variables (brand image and product price) and one dependent variables (purchase decision).The result showed that customers not just influenced by the product, but also theprice as well.

NL Nguyen, TT Tran, and MP Vo (2020) The research was carried out in Ho Chi Minh city to evaluate the impacts of personalities, lifestyle, and brand image on buying decision of smartphone consumers. The results of the research has shown the effects of factors used in the hypothesis and the managerial implications have been submitted for further application of marketing strategies.

Conceptual Framework

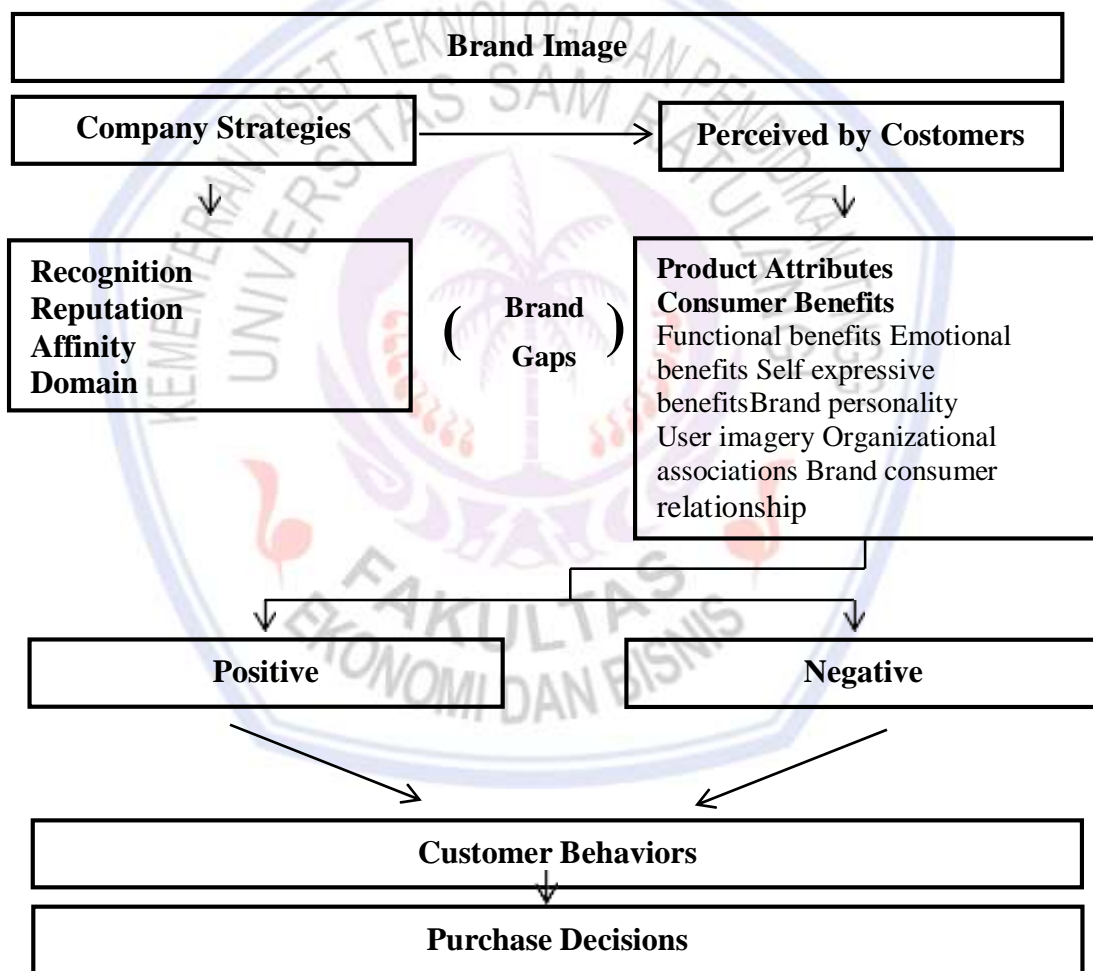


Figure 1. Conceptual Framework

Research Propositions

Brand image will also be considered when consumers determine the selection, a good brand image will be prioritized to meet consumer wants and needs because a good brand image will get a positive value in the minds of consumers and can also provide an overview of the brand's quality.

RESEARCH METHOD**Research Approach**

In this study, the researcher took a descriptive type of research using a qualitative approach because the purpose of this study was to make a systematic, factual, and accurate description, picture, or painting of the facts, characteristics, and relationships between the phenomena being investigated. This type of descriptive research aims to make a systematic description of the facts and phenomena of the object under study (Sugiyono, 2014: 69).

Research Informants

In qualitative research the population and samples were taken are called informants, research informants are people who really know or actors who are directly involved with research problems. Considering that this research uses qualitative methods, it is closely related to contextual factors, so the purpose of the sample used in this study is to collect as much information as possible from various sources (Simamora, 2008: 285). Determination of informants is determined based on research studies, namely management and customers of Black Cup Coffee & Roaster Manado. This research uses the Snowball Sampling method. According to Sujarweni (2014: 88), snowball sampling is a technique for determining samples that are initially small in number and then enlarge. It's like a rolling snowball that grows bigger over time.

Data

This type of research is qualitative research. Qualitative research is research that has an investigative pattern in which data and statements are obtained from the results of field interactions between the researcher, the object under study, and the people who are in the place of the researcher. By using descriptive research methods. Descriptive is to give the researcher a history or to describe aspects that are relevant to the phenomenon of concern from the perspective of a person, organization, industry orientation, or other (Sekaran, 2014: 159).

Source

The data sources used in this study consisted of 2 types of data, namely primary data and secondary data, including:

- 1 Primary Data, primary data is data obtained by direct observation to Black Cup Coffee & Roaster Manado which is the object of research and conducting direct interviews with the manager/management of Black Cup Coffee & Roaster Manado.
- 2 Secondary Data, secondary data is data obtained through literature study by studying books and various other literature related to the topics discussed or data obtained from related companies and agencies, namely Black Cup Coffee & Roaster Manado related to the research objectives.

Data Collection Method

In analyzing or obtaining data from Black Cup Coffee & Roaster Manado there are several ways that can be done, including:

- 1 Literature research, namely research conducted by reading and studying related books.
- 2 Observational research, namely data collection carried out by observing and systematically recording the symptoms being investigated.
- 3 Interview, which is a question-and-answer process in research that takes place orally by two or more people by listening directly to information or descriptions.

Operational Definition and Measurement of Research Variables

No.	Variable	Definition	Indicator
1.	Purchase Decision	Purchasing decisions is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. Decision making is the process of making choices by identifying a decision, gathering information, and assessing alternative	<ol style="list-style-type: none"> 1. Product selection 2. Brand choice 3. Purchase time 4. Purchase amount (Kotler and Armstrong, 2014: 188)

	resolutions.	
2. Brand Image	Brand image is the customer's perception of your brand based on their interactions. It can evolve over time and doesn't necessarily involve a customer making a purchase or using your products and/or services.	<p>Company Perspectives</p> <ol style="list-style-type: none"> 1. Recognition 2. Reputation 3. Affinity 4. Domain <p>Customer Perspectives</p> <ol style="list-style-type: none"> 1. Product Attributes 2. Consumer Benefits <ol style="list-style-type: none"> a. Functional benefits b. Emotional benefits c. Self Expressive Benefits d. Brand Personality e. User Imagery f. Organizational Associations g. Brand Consumer Relationship <p>(Aaker, 2018: 10, 196)</p>

Data Analysis Method

The data analysis phase includes data analysis whether obtained through observation, documents, or in-depth interviews with existing sources. Then interpret the data according to the context of the problem under study, then check the validity of the data by checking the source of the data obtained from the data acquisition method so that the data is truly valid as a basis and material to give meaning to the data which is the process of determining in understanding the context of the research. being researched. In qualitative research, interviews are the main data collection method.

According to Moleong, an interview is a conversation with a specific purpose, the conversation is carried out by two parties, namely the interviewer (interviewer) who asks questions and the interviewee (interviewee) who provides answers to these questions. Another definition of an interview is a conversation between two people, one of which aims to explore and obtain information for a particular purpose (Herdiandyah, 2010: 118). Data analysis is the process of simplifying data into a form that is easier to read and interpret. In this study, researchers used the data analysis method of the Miles and Huberman model quoted by Sugiyono (2014: 431-434) interactively with steps as can be seen in Figure 3.2:

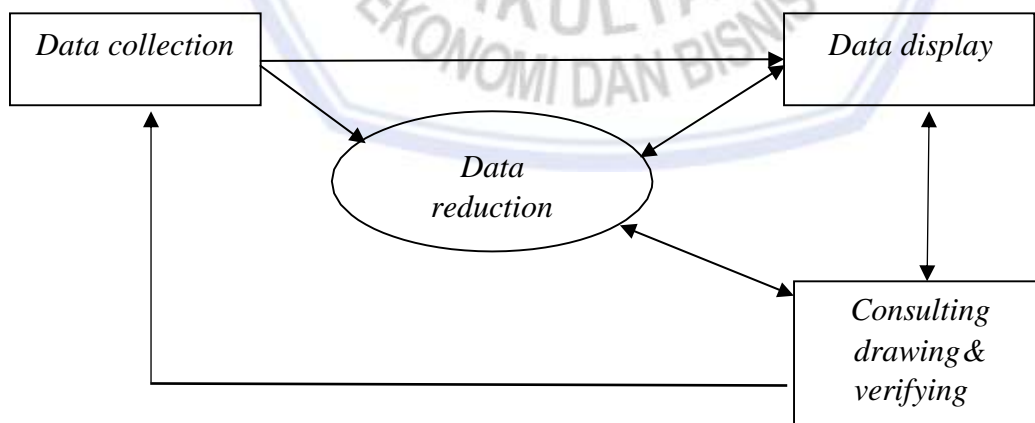


Figure 2. Interactive Model Data Analysis
 (Source: Miles dan Huberman, 2003: 69)

RESULT AND DISCUSSION

Research result shows that the brand image of a business is sufficient to determine the purchase decision to buy the products offered by business actors, among the most dominant from the informants, namely having their own characteristics and having good product quality, so that it makes customers comfortable and getting used to it. come to Black Cup Coffee and Roaster. The management of Black Cup Coffee & Roaster must pay attention, there are several points that become complaints, namely, coffee quantity is lacking, there is no wifi, only one toilet, insufficient seats and still not comfortable. And it would be nice, all aspects that become complaints must be corrected immediately for the convenience of future customers who come.

Discussion

The answers from the respondent shows that the Black Cup brand is known on average from 2017 onwards, and interestingly almost all respondents know about the Black Cup from their friends. The other answers also discuss about their menu of choice when visiting the Black Cup, namely Kopi Susu Maniso which also happens to be the signature drink of the Black Cup. The advantages and uniqueness that are obtained, some respondents feel fulfilled with their coffee needs.

On the other side, there are several respondents who have the same complaint, namely; a less comfortable place and not many seats if the number of visitors is crowded. These things are the weakness of the Black Cup itself.

CONCLUSION AND RECOMMENDATION

Conclusion

From the results of the discussion, the following conclusions are drawn:

- 1 From interviews with informants who are customers of Black Cup Coffee and Roaster, it can be seen that the image of the Black Cup brand is well known among the public. The researcher concludes that the brand image of a business is sufficient to determine the purchase of products offered by business actors, including those that have their own characteristics and have the most dominant product quality. The products produced are also quite popular, making it easy for customers to remember the brand image and comfortable and accustomed to coming to Black Cup Coffee and Roaster.
- 2 On the other hand, there are also things that can make customers uncomfortable. Of all the things, the most prominent is the lack of space or the seating distance between customers is too minimal. This is because the design of the room is inadequate if there are too many customers. Although things like this do not make the brand image of the Black Cup go down, this must be considered if the brand wants to develop further.

Recommendation

1. The management of Black Cup Coffee & Roastery must pay attention to the findings of this study, from informants there are several points that become complaints, namely orders that take too long, coffee quantity is lacking, there is no wifi, only one toilet, and insufficient seats. and still not comfortable. And it would be nice, all aspects that become complaints must be corrected immediately for the convenience of future customers who come.
2. For further researchers who want to conduct similar research on customer experience. This research i hope it helps in conducting research using the findings related to this topic can even help as a guide in conducting research methods on brand image and product purchasing decisions.

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