

The Influence of Product Differentiation Strategy, Brand Image and Price on Purchasing Decisions of Rajaswa Coffee Customers in Brebes County

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ABSTRACT

Coffee is one of the regional flagship products being developed in Brebes Regency. One of the coffee shops that is growing and developing is the Rajaswa Coffee shop. Rajaswa Coffee shop was established in 2019 located in Sitanggal Village, Ban District, Brebes Regency. Rajaswa Coffee is one of the coffee shops that offers a gathering place with a semi-minimalist concept and affordable prices in the Brebes area. In its journey, shop Rajaswa Coffee has certain strategies that are used to maintain its business. The purpose of this study is to analyze the influence of product differentiation strategy, brand image and price on customer purchasing decisions at shop Rajaswa Coffee. The study population was 500 customers. With the Slovin technique with a margin of error of 5%, 84 respondents were obtained. The results of the study resulted that product differentiation has a positive impact on purchasing decisions. Evidenced by the test results that $t_{count} > t_{table}$, with a value of $6.075 > 1.990$ and Sig. of $0.000 < 0.05$. Brand image has a positive and significant influence on purchasing decisions, evidenced by the test results that $t_{count} > t_{table}$, with values of $2.248 > 1.990$ and Sig. $0.02 < 0.05$. Price has a positive and high influence on purchasing decisions, evidenced by the test results that $t_{calculate} > t_{table}$, with a value of $2.992 > 1.990$ and Sig. of $0.004 < 0.05$. Simultaneously, product differentiation, brand image, and price have an influence on purchasing decisions with an influence of 84.6%.

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Abstrak

Coffee is one of the regional superior products that is being developed in Brebes Regency. One of the coffee shops that is growing and developing is the Rajaswa Coffee shop. Rajaswa Coffee shop was founded in 2019 which is located in Sitanggal Village, Larangan District, Brebes Regency. Rajaswa Coffee is one such coffee shop which offers a gathering place with a semi-minimalist concept and affordable prices at region Brebes. In its journey, shop Rajaswa Coffee has a certain strategy that is used to maintain its business. The purpose of this study was to analyze the effect of product differentiation strategy, brand image and price on customer purchasing decisions at Rajaswa Coffee Shop. The research population is 500 customers. Using the Slovin technique with a 5% margin of error, a sample of 84 respondents was obtained. The research results show that product differentiation has a positive impact on purchasing decisions. Evidenced by the test results that $t_{count} > t_{table}$, with a value of $6.075 > 1.990$ and Sig. of $0.000 < 0.05$. Brand image has a positive and significant influence on purchasing decisions, as evidenced by the test results that $t_{count} > t_{table}$, with a value of $2.248 > 1.990$ and Sig. $0.02 < 0.05$. Price has a positive and high influence on purchasing decisions, as evidenced by the test results that $t_{count} > t_{table}$, with a value of $2.992 > 1.990$ and Sig. of $0.004 < 0.05$. Simultaneously, product differentiation, brand image, and price have an influence on purchasing decisions with an influence size of 84.6%.

Keywords: Product Differentiation, Brand Image, Price, Purchase Decision

1. INTRODUCTION

Indonesia is one of the most coffee producing countries in the world. Of course, it is not surprising that people also like coffee and now it has become a cultural difference in Indonesian society. Drinking coffee has become a necessity of life for today's society [1]. The fact about the coffee shop as a lifestyle is increasingly emphasized by the need for modernization, the coffee shop is now a place for social interaction, a place for young people to hang out, as a comfortable meeting place, as a place for breakfast with fast food [2]. This opinion was corroborated by the International Coffee Organization (2019) by stating that Indonesia ranks fourth in the world as a coffee-producing country which has a fairly high impact on coffee consumption in Indonesia [3].

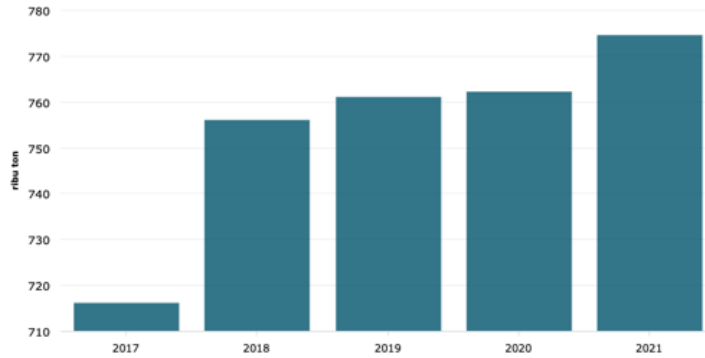


Figure 1. Indonesian Coffee Production 2017-2021

Source: Central Bureau of Statistics (2022)

In Brebes Regency itself, coffee is one of the regional superior products being developed. One of the coffee shops that is active in the coffee business is the Rajaswa Coffee shop. This shop was established in 2019 which is located in Sitanggal Village, Larangan District, Brebes Regency. Rajaswa Coffee is a coffee shop which offers a gathering place that has a semi-minimalist concept at an affordable price in the Brebes area. Until now, the Rajaswa Coffee shop has tried to build a wide range of customers or consumers. With so much business competition happening, especially in coffee shops, of course, Rajaswa Coffee has a lot of homework to be able to survive in the midst of competition.

Table 1. Revenue from Rajaswa Coffee Shops

MONTH	YEAR		
	2019	2020	2021
Number 1	-	IDR, 12,398,000	IDR, 10,871,000
2nd	-	IDR, 11,260,000	IDR, 11,020,000
The 3rd	IDR, 2,270,000	Rp. 9,269,000	Rp. 9,210,000
To 4	IDR, 7,820,000	IDR, 11,783,000	Rp. 12,911,000
5th	Rp. 7,380,000	IDR, 10,658,000	IDR, 11,551,000
6th	IDR, 8,280,000	Rp. 9,261,000	IDR, 12,971,000
7th	Rp. 7,378,000	IDR, 8,211,000	IDR, 13,101,000
8th	IDR, 8,784,000	IDR, 10,782,000	Rp. 9,760,000
9th	IDR, 8,981,000	IDR, 11,270,000	IDR, 10,021,000
10th	IDR, 10,260,000	IDR, 12,631,000	IDR, 11,611,000
11th	IDR, 11,269,000	IDR, 12,690,000	IDR, 12,449,000
The 12th	IDR, 13,530,000	IDR, 13,101,000	IDR, 12,376,000
Turnover/Year	IDR, 85,952,000	IDR, 133,314,000	IDR, 137,000,000

Source: Rajaswa Coffee Finance 2022

From the data in Table 1, it is known that the turnover income of the Rajaswa Coffee shop has increased every year. This is supported by the implementation of the strategy at the Rajaswa Coffee shop, resulting in purchasing decisions by consumers which result in increased turnover [4]. The purchase decision is a choice between two or more choices [5]. This decision-making process

includes product and profit decisions, product design decisions, brand decisions, and product quantity decisions, supplier decisions, and when and how to buy, including decisions about how to pay [6] [6]. Meanwhile, in addition, that purchasing decisions are consumer analysis processes to build brand preferences on a group of selected users who want to buy the most popular goods [7].

Table 2. Coffee Shop Data in Brebes Regency

STORE BRAND	LOCATION
Rajaswa Coffee	Sitanggal Village, Brebes
Smile Coffee	Sitanggal Village, Brebes
Tend Coffee	Sitanggal Village, Brebes
Chimney	Sitanggal Village, Brebes
Warkop 12	Jatibarang, Brebes
Aldhan Coffee	Jatibarang, Brebes
Kolak Coffee	Banjaratma, Brebes

Source: Field Observation

According to Table 2, there are many competitors for Rajaswa Coffee shops in Brebes to compete. The table above provides information about some of the closest coffee shop brands Rajaswa Coffee. In order to remain competitive, Rajaswa Coffee must determine the right business strategy according to market conditions. "Currently there are 48 coffee shops in Brebes," according to Fico, chairman of Balai Kopi Brebes (2022). This has made a significant increase in Brebes Regency and higher competition. Along with that, coffee shops must have a good name in the minds of customers. A coffee shop that achieves a strong brand will add value to other coffee shops. Brand image is the perception and belief for consumer assurance, when in association involved in the minds of consumers, that is always interesting the first time they hear the words [8]. As the saying goes, when you leave, you remember. Consumer thoughts, organizational descriptions, and user beliefs about related brands [9].

Table. 3 Rajaswa Coffee Coffee Drink Menu

COFFEE MENU	PRICE
V60 Coffee	Rp. 15,000
Brewing's Manual	Rp. 12,000
Vietnamese Drip	Rp. 15,000
Pull Coffee	Rp. 15,000
Americano	Rp. 15,000
cappuccino	Rp. 15,000
Palm sugar coffee	Rp. 15,000
Matcha Coffee	Rp. 15,000
Romano Coffee	Rp. 15,000
Affogato Coffee	Rp. 15,000

Source: Rajaswa Coffee Shop

From Table 3 it can be seen that the menu at the Rajaswa Coffee shop is very varied with economical prices. One of the advantages of this competition is product prices that are specific to customer preferences. Prameswari (2017), said that price has an effect on repurchasing decisions [10]. The higher the price according to the product, the higher the return decision from the customer [6]. The situation of customers in Brebes Regency who are mostly young, students and paid workers forces coffee shops to maintain reasonable prices to avoid a lack of coffee consumer satisfaction, so they can offer similar products to be able to compete with other coffees.

Compared to products with the aim of creating customers, business actors must create good business. The strategy to be applied is a different strategy. The concept of differentiation is more than a combination of factors that make an organization produce a product and the unique characteristics of a coffee shop. Differentiation is important so that companies can assess the market and improve product and service strategies to meet the needs and desires of business

customers [11]. Based on the explanations obtained, the researchers conducted a study entitled "The Influence of Product Differences, Brand Image and Price on Rajaswa Coffee Consumer Decision Making in Brebes Regency". The purpose of this study is to find out how product differences, brand image, and prices influence consumer decisions about Rajaswa Coffee, so that they can increase annual income and find out the most dominant variables.

Product Differentiation

According to Nugraha (2020) the results of the discussion show that strategic differentiation has an impact on competitive advantage, because companies can create differences that do not exist in other companies [12]. According to Kotler and Keller (in Yuni Tarida, 2012) product differentiation is the process of combining important and useful differences to differentiate a company from competitors [13]. A company differentiates itself from its competitors if the competitor is unique in something that buyers consider important [14]. According to Basthan Imanuel Tarigan (2022) product differentiation is the act of modifying a product to make it more attractive. Differentiation requires extensive marketing research to make it truly different, with knowledge of competitors' products [15]. According to Kotler (2017) different products include [16]:

- a. Features (*furniture*) are features that fulfill the basic function of the product.
- b. Standard performance (*performance*) is an activity that complains about the extent to which the main characteristics work.
- c. Conformance quality is the degree to which all products are consistent and fulfill the promised purpose.
- d. Durability is a measure of the mass of a product under normal conditions and can be used. This is a condition.

Brand Image

According to Kotler and Armstrong (2017) that the belief system about a brand is called brand image [17]. Brand image is an important point of business and brand has become an important factor that contributes to the success of business organizations [18]. According to Rangkuti (2017), a brand is a name and/or a distinctive symbol (such as a logo, symbol or packaging) shown in introducing the product or service of a seller or a group of sellers [19]. Brand image becomes a support in the product decision-making process, because a good image will increase added value for consumers in its procurement [20]. Brand image refers to brand memory, which includes consumer characteristics, likes, uses, customers, as well as slow characteristics, copies and/or product/product characteristics [21]. In addition, brand image is what consumers think and feel when they hear or see a brand and its meaning is: pride in using a quality brand, easily recognized by customers, products that are easy to find in various places, and satisfaction with using the product [22].

Price

Tjiptono (2019) argues that price is a measure of value that is measured and exchanged for the right to use or own goods or services [4]. According to Mulyana & Sudartno (2021), it shows that price influences product return decisions, the more appropriate the product price, the higher consumer return decisions appear [4]. According to Ramzan and Maharajyono, (2020) price is the amount that consumers have to spend to buy goods or services, to satisfy and need them, and is usually expressed in money (rupees, dollars, yen, etc.) [14]. Price is an important measure in business because price affects product distribution (Milau Harman, 2017)[15], the indicators are: a) the ability to charge, b) competitive price levels, c) adjust prices with benefits, and d) competitive prices with quality.

Buying Decision

Purchasing decision is a stage where consumers have information and suggestions about products or services that are needed to make purchases in the future [23]. Purchasing decision is a person's attitude towards buying or using a product or service that he considers satisfying himself

and which poses a risk of being satisfied with it [24]. According to (Kotler & Armstrong, 2018), purchasing decisions are defined as the process of solving problems and evaluating options and operational objectives, as well as identifying goals that determine the advantages and disadvantages of each described [25].

According to Kotler, the elements in buying decisions include: a) the safety of a product, namely the security of consumer confidence when choosing a product to buy; b) buying behavior, namely the similarity of consumer behavior in buying products, because the product meets their expectations; c) informing others, for example customer satisfaction to inform friends or family about the products they have experienced, both regarding services, or benefits from purchases; and repeat purchases, namely customers come and buy back the products they buy and feel happy [25].

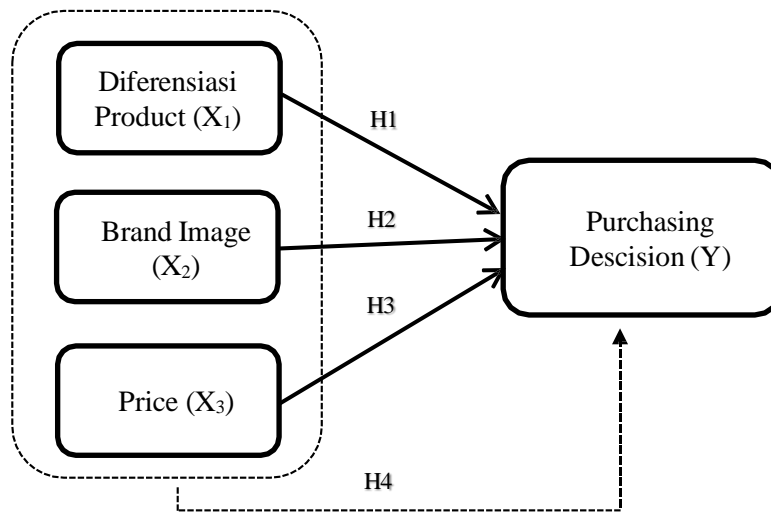


Figure 2. Research Model

Hypothesis

H₁: Product Differentiation on Purchasing Decisions

H₂: Brand Image on Purchasing decisions

H₃: Price on Purchase Decision

H₄: Product Differentiation, Brand Image and Price on Purchasing Decisions

2. RESEARCH METHODS

This type of research includes quantitative research. Insuri (2020), the quantitative research method aims to expand research and quantify data. Many studies use large numbers when collecting data, interpreting data, and presenting results [17]. The data used are primary and secondary data. The population is everything that needs to be observed, the population in this activity are customers who have stopped at Rajaswa Coffee, conducted in May 2022. The sample search method used is a random method (simple *random sampling*). The number of samples in this study was calculated using the Slovin sample, written $n = N / (1 + (N \times e^2))$. In a study with a population of Rajaswa customers including 500 people, the error was set at a margin of error of 10%, so the number of samples = $500 / (1 + (500 \times 10\%^2)) = 83,333$, fulfilled 84 people. In collecting data, researchers used a questionnaire. Data was collected by giving online questionnaires to respondents via Google Forms. Questionnaire According to Nadra Artanti, (2019) the purpose of the questionnaire is to obtain information relevant to survey objectives [18]. The results of the data are not done manually, but through the SPSS application.

Table 4. Score Level

Information	Total score
STS	1
TS	2
RR	3
S	4
SS	5

The questionnaire was carried out by means of a Likert scale. The Likert scale has the use of measuring perceptions, a person's perception of situations, thoughts, feelings, and personal attitudes towards certain events (Pranatawijaya 2019). Alternative responses are as follows: Strongly Disagree (STS), Disagree (TS), Undecided (RR), Agree (S), and Strongly (SS).

Instrument Testing Techniques

Previous research instruments were tested for validity and reliability. Validity testing is used to assess whether the questionnaire is valid or not, it is said to be valid/not if the questions in the questionnaire can show measurable data. Testing the value using a comparison of r numbers against r tables, if r count $>$ r table and the value is positive, it can be determined that the test is reported as valid. Reliability testing is a tool for assessing questions which are indicators of the difference, the question is said to be reliable or trust worthy if the answer to a statement is consistent or stable but the implication is an answer is inconsistent or unstable, so it can be relied upon. Unreliability can be measured in two ways, such as repeated measurements or repeated measurements and single measurements or single measurements.

Classical Assumption Testing

The normality test shows whether the distribution of the residual values studied is normal or not normal. The method for measuring normality is analysis of normality graphs using normal probabilities. A good regression model is a model whose data is normally distributed. A model is said to meet the normality requirements if the data is spread around the diagonal line. The multicollinearity test is carried out through tolerance and variance inflation (VIF) in the multicollinearity test. The regression model without a correlation coefficient has a VIF value <10 and total tolerance > 0.1 . The autocorrelation test was carried out to test whether there is a relationship between the variance at time t and the error at time $t-1$ (past) in the linear regression model. Linearity testing was carried out to determine the linearity of the distribution of data values obtained. If the results are linearly distributed, search the data through linear analysis. If the data isn't, it's better solved with a non-linear invariant. Heteroscedasticity testing was carried out to determine differences in the variance of the regression model from one residual observation to another. If the variance of the observations of the remaining observations remains, it is called homoscedasticity. Conversely, if different is called heteroscedasticity. For quantitative calculations in research, the data analysis method used is multiple regression testing, t test, and F test and R -square test. This test is to understand the impact of product differentiation, brand image and price on purchasing decisions of Rajaswa Coffee.

Table 5. Research Variable Indicators

Variable	Indicator	Information
Product Differentiation Kotler (2017) [26]	Privileges	The specialty of this Rajaswa Coffee product is that it is very cheap
	Performance Quality	Products marketed by Rajaswa Coffee have a unique appearance and taste compared to other products
	Conformity Quality	Products marketed by Rajaswa Coffee have a quality that meets consumer expectations
	Durability	The products marketed by Rajaswa Coffee have a long shelf life so that they meet the wishes of consumers
Brand Image Labirol (2017) [27]	Pride in using quality brands	I am proud to buy Rajaswa Coffee brand products because many people like them
	Ease of recognition by customers	The Rajaswa Coffee brand has an easily recognizable color
	Products that are easy to find in	The Rajaswa Coffee brand is easy to find through the media

	various places.	
Price (Malau Harman)	Satisfaction using the product	The Rajaswa Coffee brand has no side effects on health so I feel very satisfied
	Price affordability	Product prices at Rajaswa Coffee are affordable
	Price competitiveness level	Product prices at Rajaswa Coffee are cheaper than other shops
	Price and usability suitability	The product prices at Rajaswa Coffee are comparable to the benefits I get
Purchasing Decision (Kotler)	Compatibility of price with quality	The product prices at Rajaswa Coffee are in accordance with the quality I receive
	Stability in a product	I bought the menu at Rajaswa Coffee because of the expected price and quality
	Habits in buying products	I always look for information before deciding to buy Rajaswa Coffee
	Give recommendations to others	I would recommend people to buy hijab at Rajaswa Coffee
	Make repeat purchases	I decided to repurchase Rajaswa Coffee because it was according to my wishes and expectations

3. AND RESULTS DISCUSSION

Based on the results of research at the Rajaswa Coffee shop, the effect of product differences, brand image and price on Rajaswa Coffee consumer decision making in Brebes Regency, is described as follows.

Table 6 . Validity and Reliable Test Results

Variable	Indicator	r count	r table	Ket.	Reliability	Ket.
Product Differentiation	DP1	0.845				
	DP2	0.893			0.830	
	DP3	0.813				
	DP4	0.707				
Brand Image	CM1	0.817				0.851
	CM2	0.825				
	CM3	0.857				
	CM4	0.828				
Price	H1	0.890	0.2120	Valid	0.893	Reliable
	H2	0.843				
	H3	0.849				
	H4	0.916				
Buying decision	KP1	0.871			0.817	
	KP2	0.776				
	KP3	0.842				
	KP4	0.761				

Source: SPSS processed results

Classical Assumption Testing

The data normality test aims to determine whether the data is normal. The normality test used is a graph where the normality assumption is met if the vertices on the graph are close to the diagonal. discussion of the graph below:

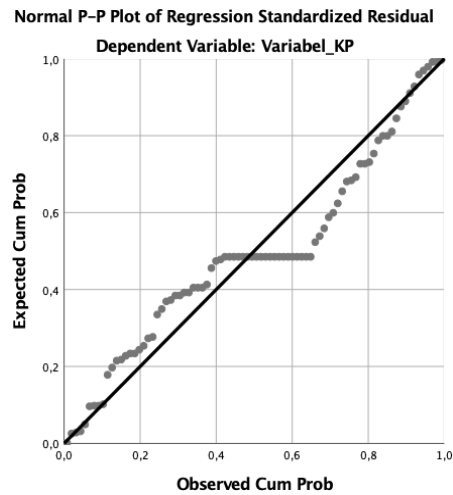


Figure 3. PP Plot Diagram for Normality Test Results
Source: Research Results (2022)

As shown in the figure above, the plot of the standard deviation or error rate produces a pattern adjacent to a straight line. A pattern of making a straight line as shown in the figure shows normally distributed data.

Multicollinearity Test

The result is as follows:

Table 7. Multicollinearity Testing

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Product Differentiation	, 224	4,4 73
Brand Image	, 2 4 3	4, 120
Price	,382	2,619

a. Dependent Variable: Purchase Decision

Source: SPSS processed results

By calculating the results of the multicollinearity test, the independent variables show a VIF value = $2.698 < 10$ and Tolerance > 0.1 so that it is concluded that there are no symptoms of multicollinearity. Because the positive regression is marked there is no correlation between the independent (no sign of multicollinearity).

Autocorrelation Test

The results of the autocorrelation test are:

Table 8. Autocorrelation Test Results

Summary Model ^t					
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin Watson
1	, 920 ^a	, 8 4 6	,8 40	1, 078	2,188

a. Predictors: (Constant), Product Differentiation, Brand Image , Price

b. Dependent Variable: Purchase Decision

Source: Results of SPSS data processing

According to the results of the description, the total DW value can be called 2.188, compared to the significance table value of 5%, with a sample of 84 (n) and 3 independent variables (k = 3), then the

number of du is 1.7199, so the DW is $2.188 > (du)$ namely $1.7199 < (4-du)$ or $4 - 1.7199 = 2.280$, so it can be concluded that the test does not occur autocorrelation.

Linearity Test

The results of the linearity test are :

Table 9. Linearity Test Results X1 against Y

ANOVA ^a				
Model	df	Mean Square	F	Sig.
1 R (Combine)	10	50,279	36,734	,000 ^b
Linierity	1	488,004	356,543	,000
Deviation from Linierity	9	1,643	1,200	.308
Within Group	73	1,368		
Total	83			

a. Predictors: (Constant), Product Differentiation, Brand Image , Price

b. Dependent Variable: Purchase Decision

Source: Results of SPSS data processing

Based on the description above, from the results of the linearity test it is known that the number of significant values (p value Sig.) for the Deviation from the Linearity line is 0.308. Because the sum of the significance values is > 0.05 , it can be concluded that there is a positive influence between (X_1) and Y.

Table 10. Linearity Test Results X2 against Y

ANOVA ^a				
Model	df	Mean Square	F	Sig.
1 R (Combine)	10	47,093	26,088	,000 ^b
Linierity	1	429,362	237,856	,000
Deviation from Linierity	9	4,618	2,558	.013
Within Group	73	1,805		
Total	83			

a. Predictors: (Constant), Product Differentiation, Brand Image , Price

b. Dependent Variable: Purchase Decision

Source: Results of SPSS data processing

Based on the description above, the results of the significant value linearity test (p value Sig.) on the Deviation of the Linearity line is 0.013. the significance value is < 0.05 , it is concluded that there is no relationship (X_2) with Y.

Table 11. Linearity Test Results X2 against Y

ANOVA ^a				
Model	df	MeanSquare	F	Sig.
1 R (Combine)	10	46 , 674	18 , 912	,000 ^b
Linearity	1	381 , 457	154,561	,000
Deviation from Linearity	9	4,827	1,956	.064
Within Group	73	2,468		
Total	83			

a. Predictors: (Constant), Product Differentiation, Brand Image, Price

b. Dependent Variable: Purchase Decision

Source: Results of SPSS data processing

Based on the description above, the results of the significant value linearity test (p Value Sig.) on the deviation of the linearity line is 0.064. Because the significance value is > 0.05 , it is concluded that there is a positive influence between X_3 with Y.

Heteroscedasticity Test

Table 12. Heteroscedasticity Test Results

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Betas			
1 (Constant)	1.984	.556			3.576	.000
Product_Difference	-.117	.063	-.417		-1.853	.068
Citra_Brand	.000	.058	.002		0.008	.994
Price	.044	.046	.165		0.958	.341

a. Dependent Variable: Purchase_Decision

Source: SPSS processed results

From the Glejser test results, the item variance significance value was 0.068 and the image type variance was 0.994 and the value variance was 0.341 higher than the standard significance value of 0.05. so it can be concluded that there is no heteroscedasticity problem.

Hypothesis testing

Hypothesis testing through multiple regression estimates the effect of different (independent) variables, namely product differentiation (X_1), image type (X_2), price (X_3) on (dependent) variables such as purchasing decisions (Y) described in the test table t.

Table 13. Glejser Test Results

Model	Coefficients ^a				Tolerance	VIP
	Unstandardized Coefficients		Standardized Coefficients			
	B	std. Error	Betas			
1 (Constant)	1.138	.806				
Product_Difference	.556	.091	.564		.224	4,473
Citra_Brand	.189	.084	.200		.243	4,120
Price	.200	.067	.213		.382	2,619

a. Dependent Variable: Abresid

Source: SPSS processed results

Hypothesis Equation: $Y = 1.138 + 0.556X_1 + 0.189X_2 + 0.200X_3 + e$

The results of hypothesis testing are as follows:

H_1 : value Sig. for the effect of X_1 on Y is 0.000 < 0.05, t count > t t table with a value of 6.075 > 1.990, so it can be concluded that H_1 is accepted, which means that there is a differentiation effect on purchasing decisions.

H_2 : value Sig. for the effect of X_2 on Y is 0.027 < 0.05, t count > t t table with a value of 2.248 > 1.990. so that it can be said that H_2 is accepted, which means that there is an influence of brand image on purchasing decisions.

H_3 : value Sig. for the effect of X_3 on Y is 0.004 < 0.05, t count > t table with a value of 2.992 > 1.990. so that it is said that H_3 is accepted, meaning that there is a price effect on purchasing decisions.

Table 14. Multiple Regression Analysis Test Results

Model		ANOVA ^a			Sig.
		Df	MeanSquare	F	
1	Regression	3	169,922	146,270	.000 b
	residual	80	1.162		

Total 83

Predictors: (Constant), Product Differentiation, Brand Image, Price

Dependent Variable: Purchase Decision

Source: SPSS processed results

H₄ : F table value = F (k; nk) = F (3;81) = 2.72. Total Sig. X₁ , X₂ and X₃ to Y is 0.000 <0.05, F count > F table, it is said that H₄ is accepted , meaning that product differentiation (X₁), image type (X₂), price (X₃) influences simultaneously on the purchasing decision variable (Y).

Table 15. Determination Test Results

Summary Model ^b				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,920 ^a	,846	,840	1,078

Predictors: (Constant), Product Differentiation, Brand Image, Price
Dependent Variable: Purchase Decision
Source: SPSS processed results

The magnitude of the product differentiation value, brand image variable and price variable to the purchasing decision variable is 84.60%.

Discussion

The results of this test show that the results regarding the variable product differentiation, brand image, price and purchasing decisions are obtained with testing stages such as testing validity, reliability, normality, multicollinearity, autocorrelation, linearity, heteroscedasticity and hypotheses. The test results of product differentiation, brand image, and price variables on purchasing decisions, namely passing the validity and reliability tests, being free of multicollinearity, passing the linearity test, passing the hypothesis test and R Square, the results show that product differentiation affects purchasing decisions. Evidenced by the results:

- Product differentiation has a positive and significant effect on purchasing decisions. Evidenced by the test results that t count > t table, with a value of 6.075 > 1.990 and Sig. of 0.00 <0.05.
- Brand image has a positive impact on purchasing decisions. Evidenced by the test results that t count above t table, with a value of 2.248 > 1.990 and Sig. of 0.02 <0.05.
- Price affects the purchase decision. The test results prove that t > t table, with a value of 2.992 > 1.990 and a Sig. of 0.004 <0.05.
- Based on the F test, it was obtained that F count was 146.2 with sig. 0.000 < 0.05, then simultaneously product differentiation variables, brand image, price affect purchasing decisions.
- From the R-Square test that the results of product differentiation, brand image and price on purchasing decisions are 84.6%.

4. CONCLUSION

From the results of this study, it was concluded that product differentiation has a positive and significant influence on purchasing decisions, brand image has a positive and significant influence on purchasing decisions, price has a positive and significant influence on purchasing decisions. Rajaswa Coffee needs to manage and optimize the use of different products in terms of concept, brand image and price to win the competition in the region. In this study, the variable that was assessed the least was brand image, so that Rajaswa Coffee needs to be considered to improve and maintain its image for consumers. According to the results of many horizontal lines, different products have a greater influence than price, so this work can continue to rely on the idea of getting other new customers. Rajaswa Coffee needs to maintain and improve its brand so consumers don't doubt its quality and become *top of mind* in society to increase pressure to buy their orders. If you want to do further research on this topic in the same place, it is better to do it in another year so that the data analysis is complete so that the results obtained are more accurate. This research has just been conducted at Rajaswa Coffee, in Brebes, it is better to take more samples to get better information for more researchers.

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