

The Influence of Brand Image and Brand Awareness on Consumer Purchasing Decisions of Fore Cimahi Coffee on the GoFood Platform

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Abstract:

Purpose:

This research was conducted on Kopi Fore Cimahi consumers on the GoFood platform in RT05 RW04, Padasuka Village. This study aimed to determine the influence of brand image and brand awareness on purchasing decisions, both partially and simultaneously.

Methodology:

The research method used in this study is descriptive and associative. In this study, the unit of analysis is all consumers who have purchased or consumed Kopi Fore Cimahi in the RT05 RW04 area of Padasuka Village. The sample in this study is 100 respondents, where sampling is taken with certain considerations or criteria.

Findings:

Based on the research results it shows that there is a good influence, both partially and simultaneously, on the brand image and brand awareness variables on the purchasing decision variables.

Implication:

The influence of brand image on purchasing decisions is 15.8%. The influence of brand awareness on purchasing decisions is 46.7%. The influence of brand image and brand awareness on purchasing decisions is 62.6%.

INTRODUCTION

Trade competitiveness in Indonesia is increasing, including among coffee shops. The growing number of coffee shops offering innovative coffee drinks will attract a wide audience. For companies, brands serve not only as corporate identity but also as a means to enhance brand image, creating a unique brand in the minds of consumers, which can be extraordinary if handled professionally (Anang Firmansyah, 2019, p. 64).

However, technological advancements have recently led Kopi Fore to introduce its products to online shopping apps, including GoFood. GoFood is an online food delivery service that is part of the Gojek app. This service allows users to order food and drinks from various restaurants or merchants registered with GoFood, and then have the food delivered to the user's location by Gojek driver partners.

The following is pre-survey data from 20 Kopi Fore Cimahi consumers on the GoFood platform:

Table 1. Brand Image Phenomenon

No	Statement	Agree		Do not agree		Amount	
		Person	Percentage	Person	Percentage	Person	Percentage
1	I believe that Kopi Fore Cimahi always provides accurate information about them.	9	45%	11	55%	20	100%
2	I feel that Kopi Fore has fast and good customer service.	13	65%	7	35%	20	100%

3	I consume Fore Coffee products according to my lifestyle.	4	20%	16	80%	20	100%
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Based on the data above, the majority of respondents disagreed, indicating that brand image is still ineffective.

For companies, branding serves more than just a corporate identity; it can enhance the brand image formed in consumers' minds about a particular brand, creating a truly exceptional image when developed professionally (Anang Firmansyah, 2019, p. 64).

Table 2. Brand Awareness Phenomenon

No	Statement	Agree		Do not agree		Amount	
		Person	Percentage	Person	Percentage	Person	Percentage
1	I have a good impression after purchasing Fore Coffee products.	15	75%	5	25%	20	100%
2	I recommend Kopi Fore to friends and family.	6	30%	14	70%	20	100%
3	I find it easier to buy Kopi Fore products online.	8	40%	12	60%	20	100%

Based on the data above, the majority of respondents disagreed, indicating that brand awareness is still ineffective.

Brand awareness is the ability of a brand to emerge in consumers' minds when they think about a particular product and how easily that product appears (Debi Eka Putri et al., 2021, p. 124).

Table 3. Purchasing Decision Phenomena

No	Statement	Agree		Do not agree		Amount	
		Person	Percentage	Person	Percentage	Person	Percentage
1	I believe that this Fore Coffee product will make me more excited when I buy it.	11	55%	9	45%	20	100%
2	Every time I buy this Fore Coffee product, it always tastes good.	9	45%	11	55%	20	100%
3	I feel that the specifications of this Fore Coffee product always match what I want.	6	30%	14	70%	20	100%

Based on the data above, the majority of respondents disagreed, indicating that purchasing decisions are still ineffective.

A purchasing decision is the process of deciding on a product. A person considers various options and then decides what to buy (Adrian, 2022, p. 112).

Literature Review. Image is a strength, meaning it has the ability outside the company to enhance the strength of the products or services produced by the company. Image is a delayed effect on the company. The image formed by the company does not have a direct impact on the company, but takes a relatively long time (Kotler & Keller, 2016, p. 97). Brand image is defined as the perception that arises in the minds of consumers when considering a brand from a particular product line (Anang Firmansyah, 2019, p. 60). Brand image is defined as the perception consumers have of a brand. Brand image is formed from various elements, including experiences, communication, and interactions between consumers and the brand (Aaker & Biel, 2020, p. 239).

Brand awareness is a marketing term that describes the level of consumer recognition of a product with a name. Brand awareness is generally defined in marketing as the level of consumer awareness of a business (Rifyal Dahlawy Chalil, 2020, p. 24). Brand awareness is the consumer's awareness of a name or symbol associated with a particular company and product. A brand is a name, sign, symbol, and design, or a combination of these, intended to be used as a product identity to differentiate it from competing products (Anang Firmansyah, 2019, p. 85). Brand targeting is consumer awareness of the existence of a brand in its product class that differentiates it from competing product brands in the same product class, so that the brand can be recognized and remembered well in the minds of consumers (Aditya, 2020, p. 112).

Purchasing decisions are defined as consumer decisions influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, and processes. It influences consumer attitudes in processing all information and drawing conclusions in the form of responses regarding which products to purchase (Nurawati, 2018, p. 46). Purchasing decisions are a process consumers go through before purchasing a product or service. This process involves several stages, from recognizing needs, searching for information, evaluating alternatives, and finally making a purchasing decision (Adrian, 2022, p. 112). Purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives considered the most appropriate action in purchasing, by first going through several stages of the decision-making process (Anang Firmansyah, 2019, p. 27).

Research Hypothesis.

H1: Brand image influences purchasing decisions

H2: Brand awareness influences purchasing decisions

H3: Brand image and brand awareness influence purchasing decisions

METHODS

The population in this study was Kopi Fore Cimahi consumers who had purchased Kopi Fore on the GoFood platform. The sampling technique used was purposive sampling with 100 respondents. A questionnaire served as the research instrument to ensure validity and reliability met standards. The research method used was multiple linear regression, which included classical assumption testing, coefficient of determination testing, and hypothesis testing.

RESULTS AND DISCUSSION

Validity Test.

Table 4. Validity Test

Statement Items	Brand Image	r count	r critical	Information
X1.1		0,478	0,3	Valid
X1.2		0,426	0,3	Valid
X1.3		0,599	0,3	Valid
X1.4		0,558	0,3	Valid

X1.5	0,550	0,3	Valid
X1.6	0,493	0,3	Valid
X1.7	0,672	0,3	Valid
X1.8	0,613	0,3	Valid
X1.9	0,620	0,3	Valid
Statement Items Brand Awareness	<i>r</i> count	<i>r</i> critical	Information
X2.1	0,695	0,3	Valid
X2.2	0,783	0,3	Valid
X2.3	0,557	0,3	Valid
X2.4	0,554	0,3	Valid
X2.5	0,543	0,3	Valid
X2.6	0,548	0,3	Valid
X2.7	0,725	0,3	Valid
X2.8	0,557	0,3	Valid
X2.9	0,648	0,3	Valid
Statement Items Buying Decision	<i>r</i> count	<i>r</i> critical	Information
Y1	0,661	0,3	Valid
Y2	0,600	0,3	Valid
Y3	0,654	0,3	Valid
Y4	0,550	0,3	Valid
Y5	0,637	0,3	Valid
Y6	0,705	0,3	Valid
Y7	0,602	0,3	Valid
Y8	0,616	0,3	Valid
Y9	0,737	0,3	Valid

Source: SPSS V16 Results, 2025

All variable statement items in this study are considered valid because the calculated *r* value exceeds the critical value, which is above 0.3.

Reliability Test.

Table 5. Reliability Test

Variable	<i>Cronbach's Alpha</i>	Information
X1	0,724	Reliable
X2	0,797	Reliable
Y	0,772	Reliable

Source: SPSS V16 Results, 2025

0.7. All variables in this study were considered reliable because they met the criteria of Cronbach's Alpha above

Classical Assumption Test, Normality Test.

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	3.79859472
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.064
Test Statistic		.677
Asymp. Sig. (2-tailed)		.750

a. Test distribution is Normal.

b. Calculated from data

c. Lilliefors Significance Correction

d. It is a lower bound of the true significance

Source: SPSS V16 Results, 2025

Based on the data, the significance value (sig) in the Kolmogorov-Smirnov table is 0.750, and this value is greater than 0.05. Therefore, it can be concluded that the data is normally distributed.

Multicollinearity Test.

Table 7. Multicollinearity Test

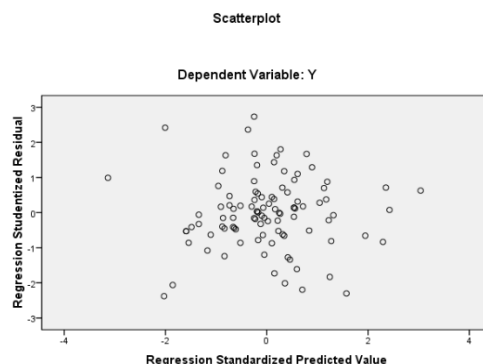
Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Image	0.504	1.984
	Brand Awareness	0.504	1.984

a. Dependent Variable: Buying decision

Source: SPSS V16 Results, 2025

As seen in Table 7, the tolerance value is greater than 0.1, and the Variance Inflation Factor (VIF) is less than 10. It indicates that there is no multicollinearity between the independent variables in this study. Furthermore, there is no indication of serious multicollinearity.

Heteroscedasticity Test. The results of the heteroscedasticity test, reflected in the scatterplot diagram below, show no clear, regular pattern. The data points are randomly distributed above and below zero on the Y-axis.



Source: SPSS V16 Results, 2025

Figure 1. Heteroscedasticity Test Using the Scatterplot Method

Autocorrelation Test.

Table 8. Autocorrelation Test

Model Summary ^b					
Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate	Durbin-Watson
1	.791 ^a	.626	.618	3.837	1.847

a. Predictors: (Constant), Brand Awareness, Brand Image

b. Dependent Variable: Buying Decision

Source: SPSS V16 Results, 2025

Based on the SPSS calculation results in Table 8, the Durbin-Watson value is 1.847. To determine whether autocorrelation occurs, we compare the DW value with the critical range. With data (n) = 100 and independent variables (k) = 2, the DU value is 1.7152 and the 4-DU value is 2.2848. Because the Durbin Watson value (1.847) is between the DU and 4-DU values ($1.7152 < 1.847 < 2.2848$), it can be concluded that there is no autocorrelation and can be used for further analysis.

Multiple Linear Regression Analysis.

Table 9. Multiple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig
(Constant)	4.839	1.874		2.582	.011
X1	.246	.090	.238	2.724	.008
X2	.597	.086	.605	6.910	.000

a. Dependent Variable: Buying Decision

Source: SPSS V16 Results, 2025

Based on the data above, the multiple linear regression equation in this study is as follows:

$$Y = 4.839 + 0.246 X1 + 0.597 X2$$

The constant value $\beta_0 = 4.839$ indicates the magnitude of the purchasing decision variable that is not influenced by brand image. It means that when the brand image value is equal to zero (0) or does not change, the purchasing decision value is 4.839. The regression coefficient for the brand image variable (X1) is 0.246, indicating that brand image has a positive or unidirectional relationship with purchasing decisions.

Coefficient of Determination

Table 10. Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
1	.791 ^a	.626	.618	3.837
a. Predictors: (Constant), Brand Awareness, Brand Image				
b. Dependent Variable: Buying Decision				

Source: SPSS V16 Results, 2025

The table above shows a coefficient of determination (R²) of 0.626, indicating that brand image and brand awareness significantly influence purchasing decisions (R² x 100%), or 62%, with the remaining 38% explained by other factors not examined in this study.

Table 11. Partial Coefficient of Determination (R²)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4.839	1.874		2.582	.011			
	X1	.246	.090	.238	2.724	.008	.664	.267	.169
	X2	.597	.086	.605	6.910	.000	.773	.574	.429

a. Dependent Variable: Y

Source: SPSS V16 Results, 2025

Based on the table above, the partial effect of each variable can be calculated as follows:

Brand Image (X1): $0.238 \times 0.664 \times 100\% = 0.158$ or 15.8%
Brand awareness (X2): $0.605 \times 0.773 \times 100\% = 0.467$ or 46.7%

Based on the calculations above, it is known that the largest influence is from the brand awareness variable (X2), contributing 46.7%, while the brand image variable (X1) contributes 15.8%.

Hypothesis Testing.

Table 12. Partial Test (T-Test)

Coefficients ^a			
Model		t	Sig.
1	(Constant)	2.582	0.011
	Brand Image	2.724	0.008
	Brand Awareness	6.910	0.000

a. Dependent Variable: Buying Decision

Source: SPSS V16 Results, 2025

A t-test with an α level of 5%, given $n = 100$, with $df = n-2$, i.e., $df = 98$, is 1.98477. The effect of brand awareness on purchasing decisions obtained a calculated t value of $6.910 > t$ table 1.98477, with a significance probability of brand awareness (X2) at the 0.000 level. In accordance with the criteria, if the significance value is < 0.05 , then H_0 is rejected and H_1 is accepted, which means that brand awareness has a partial significant effect on consumer purchasing decisions for Fore Cimahi coffee on the GoFood platform. It means that if brand awareness is increased, purchasing decisions will increase.

Table 13. Simultaneous Test (F Test)

ANOVA ^a					
Model		Sum of Squares	Df	Mean Squares	F
1	Regression	2386.257	2	1193.129	81.017
	Residual	1428.503	97	14.727	
	Total	3814.760	99		

a. Predictors: (Constant), *Brand Image*, *Brand Awareness*

b. Dependent Variable: Buying decision

Source: SPSS V16 Results, 2025

Based on the analysis results from the table above, the F count was 81.017, while the F table value at the 5% significance level (α) with degrees $V_1 = k$; $V_2 = n-k-1 = 100-2-1 = 97$. Therefore, the F table value is 3.09.

Based on the table above, it can be concluded that the statistical calculation results show the F count value of $81.017 > F$ table 3.09. The significance value is $0.000 < 0.05$, so H_0 is rejected and H_3 is accepted, meaning that brand image and brand awareness simultaneously have a significant effect on consumer purchasing decisions for Fore Cimahi coffee on the GoFood platform.

CONCLUSION

Brand image partially has a significant positive effect on consumer purchasing decisions for Fore Cimahi coffee on the GoFood platform, with a value of 15.8%. Brand awareness partially has a significant positive effect on consumer purchasing decisions for Fore Cimahi coffee on the GoFood platform, with a value of 46.7%. The influence of brand image and brand awareness on purchasing decisions is 62.6%.

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