THE EFFECT OF BRAND IMAGE, QUALITY OF SERVICE AND LOCATION ON PURCHASE DECISIONS AT OTHER HEART COFFEE STORES

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Abstract: *This study aims to analyze the effect of brand image, service quality and location on purchasing decisions at other coffee shops (a case study on consumers in Pangkalpinang City). The type of research used is explanatory research with a quantitative approach and also uses a causal relationship (cause and effect) between variables. The research model is hypothesis testing, which tests the theoretical relationship built by the researcher. The data used are secondary data and primary data collected from research respondents, namely other coffee shop customers in the city of Pangandaran with a total sample of 100 people. The data analysis technique used multiple linear regression analysis. The results showed that brand image, service quality and location had a positive and significant effect on purchasing decisions at the Lain Hati Coffee shop.*

Keywords: *Brand Image, Service Quality, Location, Purchase Decision*.

1. Introduction

Changes in people's lifestyles are increasingly developing and moving towards modernity. Modernity can be used as a reference to lead to progress in every existing sector, such as technology, daily lifestyle, socio-culture, industry, infrastructure, to the mindset and behavior of humans. Modern lifestyles tend to demand things to be more practical. The lifestyle pattern of this community also affects the need for a product such as food, beverages and services which become very complex. One of the changes is that now urban communities have the habit of consuming food and beverage products in fast food restaurants and cafes or coffee shops. Usually people do this with their family, friends or co-workers. This is what we usually call the term "hanging out". The phenomenon of "hanging out" has actually been around for a long time, but recently hanging out at coffee shops has become a mandatory activity for modern society, from young people to adults. Coffee shops are now a favorite place for people to spend time just drinking coffee while hanging out or working in a different atmosphere. This tradition of drinking coffee in Indonesia can be done in the morning during free time, during the day, even until the evening. According to Syarifudin, chairman of the Specialty Coffee Association of Indonesia (SCAI) in Ekonomi.bisnis.com, coffee drinking behavior is due to coffee drinkers in Indonesia preferring to drink coffee in their coffee shops by doing other activities than they drink instant coffee.

The growth of coffee consumption is also in line with the proliferation of cafes and coffee shops in big cities. Coffee shops from international or local brands began to spread to various cities in Indonesia, such as Jakarta, Surabaya, Bandung, to Sumatra Island such as Bangka. Coffe Shop

invaders of local coffee drinks are now easy to find anywhere, from roadside, small shop houses to business areas to malls. The increasingly fierce business competition, especially competition from similar coffee shops, makes companies increasingly demanded to move faster in terms of attracting customers. So that companies that apply the marketing concept need to pay attention to customer behavior and the factors that influence their purchasing decisions in marketing efforts of a product.

Like in Bangka Island, for example, especially in Pangkalpinang City, the last 2 years have grown very rapidly local coffee shops that are already very well known such as Promise Jiwa Coffee, Lain Hati Coffee, Kulo Coffee, Munim Coffee, as well as many local brand shops from Pangandaran. such as Keradang, Bars and many others. Of the many coffee shops in the city of Pangkalpinang, in this study the researcher chose Kopi Lain Hati as the object of research. Another heart coffee began operating in 2019 and is located at Jalan Jendral Sudirman No. 03 RW 02. Kopi Lain Hati sells various types of coffee, from regular milk coffee to other drinks that don't contain coffee. The menus offered by Kopi Lain Hati are very diverse and of course with very unique names. Other Coffee Hati sells various types of coffee, from milk coffee to Americcano and Cappuccino coffee. But besides coffee, this Coffee Shop also provides non-coffee drinks such as ice cookies, ice avocado and green tea. Other Hearts Coffee has special menus that customers are interested in. The type of service at Kopi Lain Hati itself uses the type of Table Service service, which is where customers place an order from the menu at the counter that has been provided after that the guests make payments according to the menu ordered and the order will be delivered to the customer's table. Like cafes and restaurants in general. Other Hearts Coffee has special menus that customers are interested in. The type of service at Kopi Lain Hati itself uses the Table Service type of service, which is where customers place an order on the menu at the counter that has been provided after that the guests make payments according to the menu ordered and the order will be delivered to the customer's table. Like cafes and restaurants in general. Other Hearts Coffee has special menus that customers are interested in. The type of service at Kopi Lain Hati itself uses the type of Table Service service, which is where customers place an order from the menu at the counter that has been provided after that the guests make payments according to the menu ordered and the order will be delivered to the customer's table. Like cafes and restaurants in general.

Another Coffee Hati is one of the many interesting coffee shops that offer culinary services in Pangkalpinang. This increasingly high competition also demands a competitive advantage that must be owned by Kopi Lain Hati and requires the right marketing strategy. A marketing strategy planning cannot be separated from the customer, because the customer has an important role, where the customer is a measuring tool in determining the success of selling a product or service. In this case, Kopi Lain Hati has never conducted a survey or comparison with other coffee shops in Pangkalpinang regarding customer responses to the products and services provided by Kopi Lain Hati and to find out about what factors can help customers choose Kopi Lain Hati. Since it started opening in Pangkalpinang City, other visitors to Kopi Lain Hati have had quite a few devotees. The data obtained by researchers from interviews with the manager of Kopi Lain Hati, where the number of visitors to Kopi Lain Hati fluctuates every month. In the last 3 months of 2020, namely October, November and December 2020, there was a decrease in the number of visitors in a row. Apart from the decline, the target set by Kopi Other Hearts was not met in those 3 months. This decrease in the number of visitors is indicated due to the influence of the

corona virus or Covid-19 outbreak in Pangkalpinang City. In addition, it is suspected that some customers are not satisfied with the service up to the quality of the products sold by Kopi Lain Hati.

Based on some negative reviews from other Kopi Hati Hati customers given on google reviews. Based on these reviews, it can be seen that there are several factors that make other Kopi customers give negative reviews. Some are about the quality of service provided which is considered unsatisfactory, perceptions of product quality, business facilities which are considered not to meet customer expectations. These negative reviews occur because there is a difference or gap between the expectations of visitors who come and the reality they receive.

Reviews from customers on online platforms are very useful for other customers. Usually customers seek information in advance either from the internet, mass media or ask directly to other customers concerned regarding information about the product or service that will be consumed. Therefore, negative and positive reviews on a platform will more or less affect the brand image of a company or business. Brand image is one of the considerations for customers when they want to make a purchase. Because this is very important and becomes the main capital for business developers in the culinary field and others. Brand Image is a collection of brand associations that are formed and embedded in the minds of customers(Rangkuti, 2004). Brand image has distinctive characteristics, and it is this characteristic that distinguishes one product from another, even though it is similar. The demand for an increasingly quality product makes companies engaged in various business fields competing to improve and maintain the brand image of the products they have. Therefore, Kopi Lain Hati must really pay attention to some negative complaints from customers so as not to build a negative brand image in the minds of other customers. Because a good brand image will create a good perception of a product and allow customers to make purchase intentions for the product.

In addition to brand image, purchasing decisions can also be influenced by service quality. Some visitor complaints about the quality of service provided by Kopi Lain Hati. Visitors considered that the services provided by Kopi Lain Hati were unsatisfactory, one of which was because the waiters were considered unfriendly to visitors and were less responsive to visitor complaints. This of course should be a serious concern for Kopi Lain Hari. Because service quality is an indicator of the quality or quality of the existence of the service being used. Periodic quality improvement is carried out to improve the quality of the services offered, so that customers can feel the benefits of the quality of the service.

According to Tjiptono (2011) service quality is the expected level of excellence and control over the level of excellence to meet customer desires(Tjiptono & Fandy, 2011). Service quality will affect customer satisfaction. Satisfaction or dissatisfaction is the customer's response to the evaluation of the discrepancy between expectations and perceived and perceived product performance after its use. Improving the quality of service to increase customer satisfaction is very necessary. Because, by improving the quality of services provided will be able to increase customer satisfaction received by customers. In this case, customer satisfaction is a measure of how well and running the services provided by Kopi Lain Hati are to the customer so that they decide on the next purchase. Provide satisfaction to customers in meeting their needs, Their wishes and expectations are the most important thing for companies to win the competition between companies or coffee shops. One of them is to seize market share is to get as many customers as possible. Therefore, the

quality of service makes a major contribution to the decision to repurchase food and beverages that starts with quality.

Based on several customer reviews on Kopi Lain Hati, another factor of concern is about location selection. For a coffee shop business located in an urban area, choosing the right location can also determine the success of a coffee shop business. In the right location, a coffee shop outlet will be more successful than another coffee shop that is located less strategically even though they both sell the same product, by the same many and skilled salespeople. If the location is strategic, it can be reached by customers easily and can lead to its own satisfaction. Therefore, one of the factors that influence purchasing decisions is location. Location is where the company operates or where the company carries out activities to produce goods and services that are economically important(Admadanu, 2017).

The location of the urban area, the method of achievement and the travel time to the destination are some of the main factors in determining the location of the business. The location phenomenon in this study is that the coffee shop is located in the area of the protocol road and the shophouse area, and not far from the location of Kopi Lain Hati, there are several other coffee shops so that there is competition. In addition to location as a factor that influences purchasing decisions. In addition, from the google review review, there were also complaints from other coffee visitors about the unavailability of a special parking lot for its customers. According to research conducted by Wijayanti (2015) entitled The Influence of Location, Price, Product Quality, and Promotion on Purchasing Decisions for Surodinawan Grandsite Houses at Pt. Dwi Mulya Jaya Mojokerto and the results of the research The results showed that the location,(Wijayanti & Srihandayani, 2015).

2. Literature Review
2.1 Brand Image
According to Keller (2013) Brand image is a consumer's perception of a brand that is shown and associated in consumers' memories(Soewartini et al., 2017).
2.2 Service quality
According to Tjiptono (2015) Service quality is centered on efforts to fulfill customer needs and desires and the accuracy of delivery to balance customer expectations(Tjiptono, 2015).
2.3 Location
According to Kotler and Armstrong (2012) location is anything that shows the various activities the company undertakes to make the product available and accessible to target customers.(Kotler & Armstrong, 2012).
2.4 Buying decision
Kotler and Armstrong (2016) define purchasing decisions as part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires.(Kotler & Keller, 2016).

2.5 Framework of thinking

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┌─────────────────────────────┐
│      SERVICE QUALITY        │
└─────────────────────────────┘
┌─────────────────────────────┐
│          LOCATION           │
└─────────────────────────────┘
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Source: Processed by Researchers, 2022.

2.6 Research Hypothesis

1. There is a simultaneous direct influence between Brand Image, service quality and location on purchasing decisions at Lain Hati Coffee Shop.
2. There is a partial direct influence between Brand Image on purchasing decisions at Lain Hati coffee shop.
3. There is a direct partial effect between service quality on purchasing decisions at Lain Hati coffee shop.
4. There is a partial direct influence between locations on purchasing decisions at Lain Hati coffee shop.

3. Research Methodology

The type of research used is associative quantitative research, namely research that is asking the relationship between two or more variables. The relationship used in this study is a causal relationship. A causal relationship is a causal relationship where the independent variable affects the dependent variable(Sugiyono, 2009). This study aims to test the hypothesis about the influence between the Independent Variables and Dependent Variables, where the Independent Variables are Product Quality, Service Quality, Location and the Dependent Variable is Purchase Decision.

The object of this research is the Lain Hati Coffee shop in Pangkalpinang, while the subject of this research is the visitors or consumers of the Lain Hati Coffee shop in Pangkalpinang City.

4. Results
4.1. Research result

Table 1
Characteristics of Respondents

DESCRIPTION		NUMBER OF RESPONDENTS	TOTAL
Gender	Man	75	100%
	Woman	25	
Age	< 20Years	56	
	21 - 30 Years	31	100%
	31 - 40 Years	13	
	>41 Years	0	
Work	Student/Student	65	
	Civil Servants (PNS)	2	

	Private employees	15	100%
	Self-employed	18	
By Purchase	1 To 3 Times	12	100%
	4 To 6 Times	14	
	7 To 10 Times	74	
	>10 Times	0	

Source: Processed by Researchers, 2022.

4.2.   Validity Test Results

Based on the results of the study, it can be seen that each statement of the variable brand image, service quality, location and purchasing decisions of each variable has an r-count greater than 0.300. Based on this, all statement items are declared valid.

4.3.   Reliability Test Results

Based on the results of the data reliability test shows that all Cronbach's Alpha values for each variable are greater than 0.700, it can be stated that each variable in this study is reliable.

Classic assumption test
Table 2 Residual Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters, b	mean	.0000000
	Std. Deviation	2.05334961
Most Extreme Differences	Absolute	.062
	Positive	.046
	negative	-.062
Test Statistics		.062
asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Primary data processed by researchers, 2022

Based on the results of the normality of the residuals in table 4.2 above, it shows that the significance value of 0.200 is greater than 0.050, it can be stated that the test results are normally distributed. Thus, the results of the normality of the questionnaire data have good test criteria.

Table 3
Multicollinearity Test Results

Coefficientsa							
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4.043	1.442		2.804	.006		
	Brand Image	.373	.062	.461	6.018	.000	.778	1,286
	Service quality	.255	.071	.262	3.583	.001	.857	1.166
	Location	.182	.055	.251	3.310	.001	.793	1.262
a. Dependent Variable: Purchase Decision							

Source: Data processed by researchers, 2022

Based on the results of the Mutilinearity Test in table 4.3 above, it shows that the Brand Image, Service Quality and Location Variables have a tolerance > 0.1 and a VIF value < 10, so it can be stated that there are no symptoms of multicollinearity. This means that these three independent variables have no relationship, so all of them can be used as independent variables.
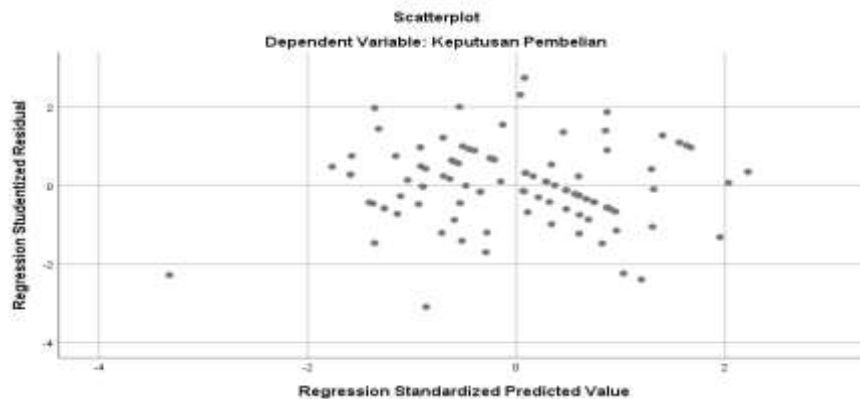
Source: Data processed by researchers, 2022.

Figure 1
Heteroscedasticity Test Results

Based on Figure 4.3 above, it can be seen that the results of the scatterplot graph above show that the (dots) spread randomly and are spread both above and below the number 0 (zero) on the axis and do not form a certain pattern so that it can be concluded that this regression test does not experience interference. heteroscedasticity.

Table 4. Multiple Linear Analysis Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.043	1.442		2.804	.006
	Brand Image	.373	.062	.461	6.018	.000
	Service quality	.255	.071	.262	3.583	.001
	Location	.182	.055	.251	3.310	.001
a. Dependent Variable: Purchase Decision						

Source: Data processed by researchers, 2022.

Based on data analysis using SPSS, the results of the regression equation are as follows:

$$Y = 4.043 + 0.373X_1 + 0.255X_2 + 0.182X_3$$

From these equations it can be interpreted as follows:

a. The constant value is 4.043, meaning that if there is no change in the brand image, service quality and location variables (the values of X1, X2 and X3 are 0) then the consumer purchasing decision of the Lain Hati Coffee Shop in the city of Pangkalpinang is 4.043.

b. The regression coefficient of the brand image variable is 0.373, meaning that if the brand image variable (X1) increases by 1% assuming the service quality variable (X2), location (X3) and

constant (a) is 0 (zero), then the Purchase Decision increases by 0.373 . This shows that the brand image variable contributes positively to purchasing decisions.

c. The regression coefficient of the service quality variable (X2) is 0.255, meaning that if the service quality variable (X2) increases by 1% assuming the brand image variable (X1), location (X3) and constant (a) is 0 (zero), then the Purchase Decision increased by 0.255. This shows that the brand image variable contributes positively to purchasing decisions.

d. The regression coefficient for the Location variable (X3) is 0.182, meaning that if the location variable (X3) increases by 1% assuming the brand image variable (X1), service quality (X2) and constant (a) is 0 (zero), then the Purchase Decision increases. of 0.182 . This shows that the location variable contributes positively to purchasing decisions.

Hypothesis Test Results
Table 5 Coefficient of Determination test results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749a	.562	.548	2.085
a. Predictors: (Constant), Location, Service Quality, Brand Image				

Source: Data processed by researchers, 2022.

Based on Table 4.5, it can be seen that the value of the coefficient of determination is found in the Adjusted R Square value of 0.548. This means that the ability of the independent variable to explain the dependent variable is 54.8%, the remaining 45.2% is explained by other variables not discussed in this study.

Table 6 F Test Results (Simultaneous Test)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	534,632	3	178,211	40,987	.000b
	Residual	417,408	96	4.348		
	Total	952.040	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Location, Service Quality, Brand Image						

Source: Primary data processed by researchers, 2022.

Based on the test results in table 4.6 above, it can be seen in table F_{hitung} of 40.987 with a value of F_{tabel} is 2.70 so that the value of $F_{hitung} > F_{tabel}$ or 40,987 > 2.70 and a significant level of 0.000 < 0.05 then H_o rejected and H_4 is accepted, it can be concluded that the variables of brand image, service quality and location simultaneously have a significant effect on purchasing decisions at the Lain Hati Coffee Shop in Pangkalpinang City.

Table 7
T test results(Partial Test)

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.

1		B	Std. Error	Beta		
	(Constant)	4.043	1.442		2.804	.006
	Brand Image	.373	.062	.461	6.018	.000
	Service quality	.255	.071	.262	3.583	.001
	Location	.182	.055	.251	3.310	.001
a. Dependent Variable: Purchase Decision						

Source: Data processed by researchers, 2022

Based on the results of the t test in the table above, the partial effect of each variable will be explained as follows:

1. On the brand image variable, the t-count value is 6.018 with a significance level of 0.000. Where the t-count is 6.018 which is greater than 1.984 and the significance level of 0.000 is less than 0.05. This means that partially brand image has a significant effect on purchasing decisions at the Lain Hati Coffee Shop.
2. In the service quality variable, the t-count value is 3.583 with a significance level of 0.001 where the t-count is 3.585 greater than 1.984 and a significance level of 0.001 is less than 0.05. This means that partially the quality of service has a significant effect on purchasing decisions at the Lain Hati Coffee Shop.
3. In the location variable, the t-count value is 3.310 with a significance level of 0.001 where the t-count is 3.310 greater than 1.984 and a significance level of 0.001 is less than 0.05. This means that partially location has a significant effect on purchasing decisions at the Lain Hati Coffee Shop.

4.2 Discussion of Analysis Results
1) The Influence of Brand Image on Purchase Decisions
Based on the results of multiple linear regression, it can be said that brand image has a positive influence on purchasing decisions and the t test shows that brand image has a significant influence on purchasing decisions. So it can be concluded that brand image has a significant positive effect on purchasing decisions at other coffee shops. This means that the better the brand image owned by the company, the consumer purchasing decisions will also increase.

The results of this study support the research conducted by Husen, Sumowo and Rozi (2018) in a study entitled "The Influence of Location, Brand Image and Word of Mouth on Consumer Purchase Decisions Solo Bangsal Jember Chicken Noodles(Husen et al., 2018). Indonesian Journal of Management and Business", the results of the study show that brand image has a positive and significant effect on purchasing decisions. In line with research conducted by Agus Sriyanto et al (2016) in a study entitled "The Influence of Product Quality, Brand Image, and Service Quality on Purchase Decisions for Dadon Products in Jakarta", the results show that brand image has a positive and significant effect on purchasing decisions.(Sriyanto & Utami, 2016).

2) The Influence of Service Quality on Purchase Decisions
Based on the results of multiple linear regression, it can be said that service quality has a positive influence on purchasing decisions and the t test shows that service quality has a significant influence on purchasing decisions. So it can be concluded that service quality has a significant positive effect on purchasing decisions at other coffee shops. This means that the better the quality of service provided by the company, the consumer's purchasing decisions will also increase.

The results of this study support research conducted by Agus Sriyanto et al (2016) in a study entitled "The Influence of Product Quality, Brand Image, and Service Quality on Decisions to Purchase Dadon Products in Jakarta", the results of the study show that service quality has a positive and significant effect on decisions purchase. In line with research conducted by Faiza and Basuki (2019) in a study entitled "The Influence of Service Quality and Location on Purchase Decisions at House of Pet Malang", the results show that service quality has a positive and significant effect on purchasing decisions.(Faiza & Basuki, 2019).

3) Influence of Location on Purchase Decision

Based on the results of multiple linear regression, it can be said that location has a positive influence on purchasing decisions and the t-test shows that location has a significant influence on purchasing decisions. So it can be concluded that location has a significant positive effect on purchasing decisions at other coffee shops. This means that if the location of the business in accordance with the purpose of the business is built and the access to the location is easy to reach, then consumer purchasing decisions will also increase.

The results of this study support the research conducted by Husen, Sumowo and Rozi (2018) in a study entitled "The Influence of Location, Brand Image and Word of Mouth on Consumer Purchase Decisions of Solo Bangsal Jember Chicken Noodles. Indonesian Journal of Management and Business", the results of the study show that location has a positive and significant effect on purchasing decisions. In line with the research conducted by Faiza and Basuki (2019) in a study entitled "The Influence of Service Quality and Location on Purchase Decisions at House of Pet Malang", the results showed that location had a positive and significant effect on purchasing decisions.

5. Conclusion

Based on the results of the research, it can be concluded that:
1. Brand image, service quality and location simultaneously have a positive and significant effect on purchasing decisions at Lain Hati coffee shop in Pangkalpinang City.
2. Brand image has a positive and significant effect partially on purchasing decisions at Lain Hati coffee shop in Pangkalpinang City.
3. Service quality has a positive and partially significant effect on purchasing decisions at Lain Hati coffee shop in Pangkalpinang City.
4. Location has a positive and significant effect partially on purchasing decisions at Lain Hati coffee shop in Pangkalpinang City.

This study discusses the influence of brand image, service quality, location on purchasing decisions, where the Lain Hati Coffee Shop in Pangkalpinang City was chosen as the object in this study. The results of this study can help coffee shops to pay attention to marketing strategies that are currently effective in attracting and retaining customers.

Based on the conclusions of this study, brand image affects the purchasing decisions of other Kedai Kopi Hati Hati customers, thus it can be used by companies in the coffee business to

maintain and even improve the brand image of their products in the minds of customers so that it can improve purchasing decisions at the coffee shop. Another Coffee Heart.

The quality of service affects the purchasing decisions of other coffee shop customers. This means that the quality of service affects the increase in the number of customers. Other Heart Coffee Shop parties should pay attention to the quality of service in their place of business. At this time the quality of service at Kopi Lain Hati is quite good, but it would be better if it could also pay attention to the supporting facilities that exist in the place of business. One of them is the availability of clean and comfortable toilets. Because based on the results of this study, the indicator of the availability of adequate toilets gets the lowest score compared to the others.

Location has an effect on customer purchasing decisions on other Koi Hati in Pangkapinang City. This means that the better the location, the higher the level of purchasing decisions, the location of the Lain Hati Coffee Shop is right in a busy area, easy to see and easy to reach. However, another factor that must be considered is the convenience of the customer, because usually the location of the business in a crowded place will disturb the comfort of the customer, for example because of the sound of vehicles on the road. In addition, the availability of parking spaces must also be considered by the company in choosing a business location. This is important because customers will feel safe if there is a clear and adequate parking space.

6. Research Limitations

The research was conducted using quantitative methods by distributing questionnaires to respondents. However, the number of respondents in this study was only 94 people, due to limited research time and impossible conditions due to the Covid-19 Virus Pandemic in Indonesia. Some customers refuse to be respondents because they are busy and tend to refuse to fill out the questionnaire

The scope used in this study only covers one other coffee shop, which is not too large and broad in scope, so that the results of the study cannot be generalized to a wider population. In this study, the data generated was only from the questionnaire instrument which was based on the perception of the respondents' answers, so that the conclusions drawn were only based on the data collected through the use of a written questionnaire instrument without being equipped with interviews and interviews.

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