

The Influence of Brand Trust on Purchase Decisions at Kopi Kenangan Batam

Desi Natasya Aswar, Siska Amelia Maldin

Politeknik Pariwisata Batam, Indonesia

Email: desitasyatasya01@gmail.com, siskamaldin@btp.ac.id

Correspondence: desitasyatasya01@gmail.com

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ABSTRACT

This research aims to analyze the effect of Brand Trust on Purchasing Decisions at Kopi Kenangan Batam. The method used in this research is Simple Linear Regression. The sample to be studied was 100 respondents using the Slovin formula and *purposive sampling* technique. The characteristics of the sample studied were consumers located in Batam, had purchased Kopi Kenangan products 2 times and were at least 15 years old. The results of this study are expected to provide an overview of the Effect of Brand Trust on Purchasing Decisions at Kopi Kenangan Batam.

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Introduction

Coffee has become one of the most widely consumed beverages globally, with increasing demand annually. According to the United States Department of Agriculture (2024) Coffee consumption in Indonesia increased in 2023/2024 by 4.79 million bags of coffee compared to 2022/2023 which showed a figure of 4.78 million bags of coffee. This has resulted in an increase in the coffee industry, where people now consume coffee as their lifestyle following popular trends. With the turn of the current era changing the prospects of the coffee business, these conditions force various well-known brands to compete by developing innovations that can differentiate them from their competitors (Sitorus et al., 2022). Brand or brand is the identity of a product, service and company that can make it easier for consumers to distinguish it from others. Entrepreneurs make various efforts to fulfill consumer desires by managing marketing strategies and improving the quality of products and services (Bernard et al., 2022; Jones et al., 2024)

Currently, the emergence of the concept of coffee shops that implement a *grab and go* system is considered more efficient because it makes it easier for consumers to order products through online application features without waiting in line. One of the local brands that applies this concept is Kopi Kenangan, which was founded by James Pranoto, Edward Tirtanata and Cyntia Chaerunissa in 2017 with more than 900 branches in Indonesia. (*Kopi Kenangan*, n.d.). At first, Edward, one of the owners of Kopi Kenangan, had tried to open a business in the same field by offering a tea product called Lewis and Carroll, but it did not go well until finally he tried to open a business with his partner by selling affordable coffee products, namely the Kopi Kenangan brand. (Ignacio Geordi Oswaldo, 2022). In the second quarter of 2024 Kopi Kenangan managed to increase sales by 27% compared to the second quarter of 2023 with sales of more than 940,000 cups of *Matcha Series* and 890,000 cups of *Aren Series* within 2 months (*Kopi Kenangan*, n.d.). Kopi Kenangan also has a MUI halal certificate with

the number LPPOM-00160107371020 to get an award as *"The Best Halal Assurance System Implementation"* in 2022. With this, it can provide confidence for consumers when consuming their products.

Building a brand is an effort in a business because a good brand image provides trust and satisfaction for consumers. There is data presented by (Top Brand Award, 2024) stating that in recent years local coffee brands that have occupied the position as the most popular brands in Indonesia in 2024, one of them is Kopi Kenangan, which is in second place with a value of 39% after Janji Jiwa with a value of 44.80%. Other data *from* (Google Trend, 2024) said that the Kopi Kenangan brand is still lagging behind Fore, with the percentage that occurred in Batam City showing that 45% of Kopi Kenangan enthusiasts and 55% for Fore. This has decreased from last year. Therefore, an evaluation is needed by the Company to identify the problems that occur.

Coffee shops that are involved in the coffee industry strive to provide a satisfying experience to build trust for their customers. Brand trust or brand trust according to Firmasyah (2019) is a consumer assessment that a product or service can fulfill the promised value so that it can satisfy consumer desires which can provide satisfaction for buyers. If a product is assessed in accordance with consumer expectations, customers will have a positive experience and build trust in using their products (Rifa'i, 2019). Before making a purchase, consumers will decide to determine the needs they need. According to Lantara and Pramudana (2020) that purchasing decisions are consumer perceptions when buying or using certain products more than once. Consumer decisions to buy a product or service are the benefits that can be obtained by the company (Sitorus et al., 2022). Therefore, companies ensure that the products or services provided remain consistent and of good quality to ensure that consumers repurchase their products.

Previous studies on brand trust and purchasing decisions have largely emphasized generic consumer behavior without delving into the unique dynamics of rapidly expanding local coffee brands in competitive markets. Bernard et al. (2022) explored the role of brand experience in fostering loyalty but did not specifically address how brand trust influences purchasing decisions in the context of emerging coffee shop chains like Kopi Kenangan. Similarly, Anak Agung Made Oka Lantara (2020) examined purchasing decisions as a reflection of consumer perceptions but did not consider the interaction between brand trust and innovative business models such as the grab-and-go system. This study aims to fill this gap by investigating how brand trust impacts purchasing decisions for Kopi Kenangan in Batam, a region where the brand's market position is challenged.

Given the competitive landscape of the coffee industry and the strategic importance of Batam as a growing market, this research is both timely and essential. It seeks to provide actionable insights for Kopi Kenangan to enhance its brand trust and better meet consumer expectations, ultimately driving purchasing decisions and sustaining growth. By addressing the identified research gap, this study contributes to the academic understanding of consumer behavior in localized yet competitive markets and offers practical implications for brand management in the coffee industry.

Research Methods

According to Amruddin et al. (2022) quantitative research is a method used in research to test theories by examining the relationship between variables. In this study, we will use a type of quantitative research with the Simple Linear Regression method and analyze the Validation Test,

Reliability, Normality Test, Heteroscedasticity, Hypothesis Test and Coefficient of Determination. The research location will be at Kopi Kenangan Batam.

Population according to Darwin et al. (2021) is the entire area or region or collection of individuals who are used as objects or subjects and have certain characteristics that have been adjusted by the researcher. Meanwhile, the sample is part of the object taken by the researcher and already represents the entire population. (Sarwono & Handayani, 2021). The population in this study are consumers of Kopi Kenangan in Batam City, where it is known that the average visitor to Kopi Kenangan is 2100 people per week.

According to Fauzy (2019) *purposive sampling* technique is a sample taker that has certain characteristics, characteristics, criteria and traits so that the sample is not randomized. The samples taken by researchers have characteristics such as: consumers who have bought memorable coffee products 2 times or more, with a minimum age of 15 years. The number of respondents was determined using the Slovin formula, namely:

$$n = \frac{N}{1 + N \cdot e^2}$$

By using this formula, the result obtained using a *margin of error* (e) of 10% is 95.45 which is rounded up to 100 respondents. The data will be obtained using the SPSS *Statistics* Version 19 application program. In the research scale to measure the questionnaire, a 4-point Likert scale will be used, among others:

1. Strongly Agree (4)
2. Agree (3)
3. Disagree (2)
4. Strongly (1)

Results and Discussion

Validity Test

According to Hamid Used to determine the extent to which the measuring instrument can measure something that should be measured. It can be seen that the research results are said to be valid if the value of $r_{count} > r_{table}$. From the results of the data research obtained, the brand trust (X) and Purchase Decision (Y) variables are said to be valid because the value of $r_{count} > 0.196$ in each variable. Can be seen from the following table.

Table 1. Validity Test

Variable	Indicator	r_{count}	r_{table}	Validity
Brand Trust (X)	X1	0,734	0,169	Valid
	X2	0,689	0,169	Valid
Purchase Decision (Y)	Y1	0,702	0,169	Valid
	Y2	0,752	0,169	Valid

Source: Data processed using SPSS (2024)

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Description
Brand Trust (X)	0,747	Reliable
Purchase Decision (Y)	0,738	Reliable

Source: Data processed using SPSS (2024)

From a tool can be declared reliable if the results of the answers from respondents remain consistent over time. Can be known by the way if a *Cronbach Alpha* coefficient is greater than 0.60 (Darwin et al., 2021). Based on the results of the data in the study, it is said that in the Brand Trust (X) and Purchase Decision (Y) variables, the Cronbach Alpha value is > 0.60, so it can be stated that the data is reliable.

Normality Test

In research it is necessary to determine whether data is normally distributed. Testing can be done using One-Sample Kolmogorov-Smirnov (1 Sample K-S). If the Asymp. Sig (2-tailed) > 0.05 then the data is said to be normal and vice versa if the value of Asymp. Sig (2-tailed) < 0.05 then it is said to be abnormal. The data obtained from the research results, namely, the value of Asymp. Sig (2-tailed) 0.308 > 0.05, it shows that the data on the variables are normally distributed.

Heteroscedasticity Test

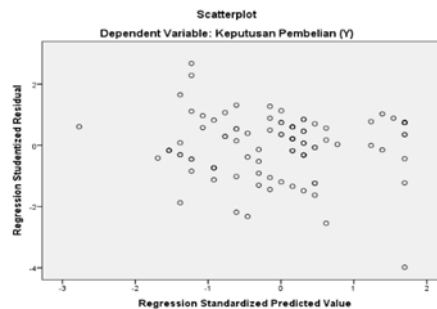


Figure 1. Heteroscedasticity Test

Source: Data processed using SPSS (2024)

Heteroscedasticity test is needed to ensure that there are variants in different models. In the sense that if heteroscedasticity occurs, there is an inequality in the residual variance of the regression model. If on the graph the dots are scattered randomly and do not form a certain pattern, there are no symptoms of heteroscedasticity. The graph shown in the research results does not form a certain pattern and the points spread randomly on the Y axis, therefore there is no heterokedastitas.

Simple Linear Regression Analysis

According to Putri that simple linear regression is used to analyze where the model has one independent variable and the dependent variable. Can be measured using the formula:

$$Y = \alpha + \beta X$$

Table 3. Simple Linear Regression Analysis

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	8,821	2,777		3,177	,002
	Brand Trust (X)	,366	,040	,678	9,136	,000

a. Dependent Variable: Purchase Decision (Y)

Source: Data processed using SPSS (2024)

Based on the output data obtained, a simple linear regression equation model can be formulated as follows:

$$Y = 8,821 (\alpha) + 0,366(\beta)X$$

The regression results for the Brand Trust (X) variable have a regression coefficient value (β) of 0.366 and *Constanta* (α) is 8.821. If Brand Trust (X) increases, the Purchasing Decision (Y) will increase by 0.366. Which means that Brand Trust has an influence on Purchasing Decisions.

Hypothesis Test

There are results obtained from the table, the significance value of Brand Trust of 0.000 is smaller than the value of $\alpha = 0,05$. And the value of t count (9.136) > t table (1.985). If the significance is smaller than 0.05, it can indicate that H1 is accepted and H0 is rejected. So it is concluded that Brand Trust (X) has an effect on Purchasing Decisions (Y).

Coefficient of Determination

Table 4. Coefficient of Determination

Model	R	Model Summary		
		R Square	Adjusted R Square	Std. Error of the Estimate
1	,678 ^a	,460	,454	2,590

Source: Data processed using SPSS (2024)

The table 4 above explains the correlation value of 0.678 and the coefficient of determination (R Square) of 46%, which means that the influence of Brand Trust (Independent) affects the Purchasing Decision (dependent) by 46% while 54% of the Purchasing Decision is influenced by other factors outside of the study.

Conclusion

Based on the results of the discussion, it shows that the independent variable (Brand Trust) has a significant influence on the dependent variable (Purchase Decision) with a t value > t table and a significance value < 0.05. This proves that brand trust has an influence on consumer perceptions to decide to buy at Kopi Kenangan Batam.

The findings of this study confirm that brand trust significantly impacts purchasing decisions at Kopi Kenangan Batam. To capitalize on this, coffee business actors should consistently deliver high-quality products and services, ensuring transparency in sourcing and leveraging certifications like the

Halal Assurance System to build trust. Optimizing digital platforms for seamless online ordering and offering personalized promotions can further enhance consumer loyalty. Differentiating brand identity through unique offerings, such as signature drinks and collaborations, alongside engaging in localized marketing strategies, can strengthen connections with regional consumers.

For further research, studies could expand to explore brand trust in different regions or countries, providing a comparative perspective. Longitudinal research could offer insights into the evolution of brand trust and its long-term effects on consumer loyalty. Additionally, examining variables like brand love, consumer satisfaction, and social media engagement, or analyzing competitor strategies, could provide a deeper understanding of purchasing behaviors in competitive markets. Implementing these strategies will benefit businesses while contributing to the broader academic discourse on consumer behavior in the coffee industry.

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