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The Effect of Brand Image, Product Quality, and Price on Repurchase Intention on Janji Jiwa

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ABSTRACT

*The high coffee consumption phenomenon in Indonesia, especially Kopi Janji Jiwa, encourages this research to understand the factors that influence consumer Repurchase Intention. This study **aims** to analyze the influence of Brand Image, Product Quality, and Price on Repurchase Intention on Kopi Janji Jiwa. The population in this study is someone who has made at least 2 purchase transactions on Kopi Janji Jiwa products in the West Jakarta area. As many as 150 respondents with an age range of 18-55 years were selected as research samples using the Hair formula. Data was collected through a survey method using a Google form questionnaire. The sampling technique and **method** quantitative and used purposive sampling. The data was analyzed using the Structural Equation Model (SEM) with the SmartPLS analysis tool. This study **proves** that Brand Image has a Positive and significant effect on Repurchase Intention, Product Quality has a Positive and significant effect on Repurchase Intention, and Price Quality has a Positive and significant effect on Repurchase Intention.*

Keywords: Brand Image; Product Quality; Price; Repurchase Intention; Janji Jiwa

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INTRODUCTION

Competition in the business sector is experiencing significant growth. This requires every entrepreneur to constantly exist and compete by continuously introducing innovation and creativity in their products to face competitors. This phenomenon occurs in various sectors of business, one of which is in the food and beverage industry. In Indonesia, the food sector is experiencing rapid growth. Beverages are one of the essential needs of humans to alleviate thirst. The types and varieties of beverages today are very diverse. One type of beverage that is currently popular and widely appreciated by various groups, both young and old, is coffee. Coffee is very popular in Indonesia and has become an important part of society's lives. As the times change, coffee now has many types and variations, so coffee is no longer just enjoyed with one taste but with many other tastes that can be tried. However, the trend of drinking coffee today is increasing, especially with the popularity of ready-to-drink coffee. Ready-to-drink

coffee is practical, easy to serve, and has various taste and attractive packaging options. Ready-to-drink coffee is also influenced by the development of coffee shops, improving coffee quality, technology, and social media. Many people spend time in coffee shops to enjoy ready-to-drink coffee while socializing with friends or working.

In 2022, the volume of ready-to-drink coffee sales in Indonesia increased by 3.2% and is expected to increase further in 2023. Ready-to-drink coffee or coffee that is ready to drink is a popular beverage in Indonesia due to its delicious taste and affordable price. The consumption of ready-to-drink coffee in Indonesia reached 225 million liters in 2022, which is an increase from 218 million liters in 2021. Local coffee shops like Janji Jiwa, which has a fresh-to-cup concept and sources beans from local Indonesian farmers, has become a well-known brand with its unique and attractive concept. Janji Jiwa has outlets in more than 100 cities across Indonesia and has received recognition from MURI in 2019 and the Top Brand award in 2020 and 2021. However, in 2023, Janji Jiwa experienced a decline in competition with Kenangan Coffee, which could affect repeat purchases from consumers of the brand.

According to a survey by Jakpat, Kopi Janji Jiwa is the most popular local coffee shop in Indonesia, with a 50% share of the market. Its unique products, such as "kopi dari hati," have attracted the attention of millennials with their various menus, including Black Pink, Es Susu Hojicha, and Es Teh Cincau Pandan. Kopi Kenangan is the second most popular local coffee shop, with a 49.1% share of the market. Its signature drink, Kopi Kenangan Mantan, is a popular choice for consumers. Other popular local coffee shops include Point Coffe (18.3%), Kopi Lain Hati (11.3%), Kopi Kulo (11.2%), Kopi Soe (10.4%), and Fore Coffee (9.1%). Interest in repeat purchases plays a crucial role in the sustainability of a business in a dynamic market.

In 2023, Kopi Kenangan became the most popular local coffee shop in Indonesia, with a 39.70% share of the market, according to the Top Brand Award. Kopi Janji Jiwa followed in second place with a 39.50% share. However, Kopi Janji Jiwa experienced a decline in sales compared to its competitors, including Kopi Kenangan, due to low repeat purchase intent among consumers. This decrease in repeat purchases led to a decline in sales for Kopi Janji Jiwa, causing them to lose their position as the top brand in the local coffee market. Kopi Janji Jiwa is known for its unique and attractive concept, but the decline in repeat purchases indicates that the brand needs to focus on increasing customer loyalty and repeat business to remain competitive. This can be achieved by implementing strategies to improve customer satisfaction, offering loyalty programs, and enhancing the overall customer experience.

The study found that among the 40 respondents surveyed, the factors that had the greatest impact on Repurchase Intention for Kopi Janji Jiwa were Brand Image, Product Quality and Price. These factors were chosen by a majority of respondents, indicating that they play a significant role in determining whether consumers will repurchase Kopi Janji Jiwa. On the other hand, Brand Ambassador, Brand Awareness, Service Quality, and Digital Marketing had a lower impact on Repurchase Intention, with fewer respondents indicating that these factors were important. The results suggest that for Kopi Janji Jiwa to increase its Repurchase Intention, it should focus on improving its brand image, product quality, and pricing strategies.

LITERATURE REVIEW

Repurchase Intention

Chiu & Cho (2021) explain that Repurchase Intention is a desire or intention that arises in a consumer's mind after experiencing a positive shopping experience with a product.

Brand Image

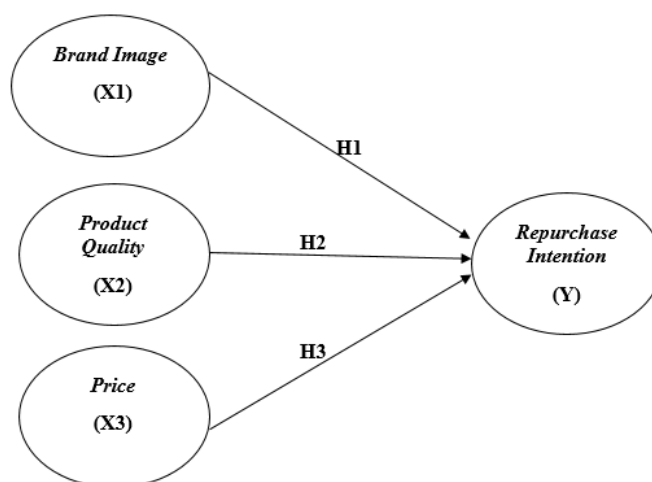
Kotler & Amstrong (2018) interpret brand image as a perception or belief by consumers that is reflected in consumers' personal experiences.

Product Quality

Kotler & Amstrong (2018), everything that can be offered to the market in order to get attention, be purchased, used and that can satisfy consumer desires or needs, including physical goods, services, experiences, events, people, places, property, organizations, information and ideas.

Price

Kotler, P., & Keller (2016) Price is one element of the marketing mix that generates revenue, other elements generate costs.



H1: Brand Image has a significant positive effect on Repurchase Intention

H2: Product Quality has as a significant positive effect on Repurchase Intention

H3: Price has a significant positive effect on Repurchase Intention

METHOD

The research process required a period of time from March 2023 to February 2024. The study analyzed the influence of Brand Image(X1), Product Quality (X2), and Price (X3) on Consumer Repurchase Intention (Y). The research subjects were the community in the West Jakarta region who had previously purchased Coffe Janji Jiwa. The method used was a survey, with data collected through questionnaires designed to gather information from respondents. The research findings showed that Brand Image , Product Quality and Price had a positive and significant effect on Consumer Satisfaction and Repurchase Intention. The research sample consisted of 150 West Jakarta Soul Promise consumer respondents who have the criteria to have purchased at least 2 purchases of Janji Jiwa coffee and live in West Jakarta.

Data collection methods used in this research include a Google Form questionnaire and literature study. studies from various international journals, books and articles as secondary sources. Preliminary data analysis applying descriptive analysis which aims to find a

description of the characteristics of the descriptive analysis presented in the form of respondents description and description of variables.

The data analysis in this research is carried out using component-based Structural Equation Modeling (SEM) with data processing conducted using the Partial Least Square (PLS) version 4.0 PLS program. The measurement model test analysis (Outer Model) utilizes tests for convergent validity, discriminant validity, and reliability, while the Structural Model evaluation test (Inner Model) employs tests such as the R Square test, F-Square test, Q-Square test, and Hypothesis Test (Path Coefficient Estimation).

RESULTS & DISCUSSION

The results of the descriptive analysis show that the majority the respondents in this study were categorized into two groups based on gender: male and female. Among them, 53.3% (80 respondents) were male, while 46.7% (70 respondents) were female, indicating a majority of male respondents. Additionally, regarding age distribution, the study found that the majority, 90% (135 respondents), fell within the age bracket of 18-30 years, with smaller proportions in older age groups. Moreover, all 150 respondents resided in West Jakarta, highlighting a homogenous geographical distribution within the study sample.

In terms of occupation, the majority of respondents, comprising 52% (78 respondents), were students, followed by 14.7% (22 respondents) who were entrepreneurs and 33.3% (50 respondents) who were employees. Notably, none of the respondents identified with other professions. Furthermore, regarding income levels, the study revealed that the highest proportion, 42.7% (64 respondents), earned between Rp 4,500,000 and Rp 8,000,000. Lastly, in analyzing purchasing behavior, it was found that the majority, 44.7% (67 respondents), had bought coffee 6-10 times in the past month, indicating a consistent pattern of consumption within the sampled population.

In testing the convergent validity of each construct indicator, Partial Least Squares (PLS) was employed. The convergent validity testing of each construct indicator was conducted following the guidelines suggested by Ghazali (2014). According to these guidelines, an indicator is considered to have good reliability if its value is greater than 0.70. Meanwhile, factor loadings between 0.50 and 0.60 are deemed acceptable. If there are factor loadings below 0.50, the indicator will be removed from the model (Ghozali, 2014).

The assessment of discriminant validity involved comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlations between other constructs in the model. According to Ghazali (2014), satisfactory discriminant validity is indicated when the AVE value for each construct exceeds 0.50. The outcomes of the Average Variance Extracted (AVE) examination reveal that the variables Ease of Use, Payment Method, Promotion, Price, and Customer Satisfaction all possess values surpassing 0.50. Consequently, it can be concluded that all constructs meet the requirements for satisfactory discriminant validity.

The outcomes of the Discriminant Validity assessment (Fornell Larcker Criterion) indicate that each construct exhibits a value exceeding the correlation between itself and other constructs within the model. This observation signifies the presence of satisfactory discriminant validity for each variable, even though some variables still exhibit high correlations with other constructs. Hence, it is affirmed that the constructs in the estimated model fulfill the criteria for discriminant validity.

Table 1. Validity Test

Variabel	Average variance extracted (AVE)
Brand Image (X1)	0,620
Product Quality (X2)	0,640
Price (X3)	0,730
Repurchase Intention (Y)	0,645

Source: Output PLS 4.0 (2023)

Based on table 1 The AVE values from the tests indicate that the results from each variable exceed 0.5. Consequently, it can be concluded that the data from the second Convergent Validity test in this research has satisfied the prerequisites.

Table 2. Realibility Test

Variabel	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Brand Image (X1)	0,877	0,884	0,907
Product Quality (X2)	0,920	0,928	0,934
Price (X3)	0,947	0,953	0,956
Repurchase Intention (Y)	0,921	0,924	0,936

Source: Output PLS 4.0 (2023)

According to Table 2, the results from the Cronbach's Alpha and Composite Validity tests on the variables Purchase Intention, Green Products, Perception of Price, and Environmental Attitude demonstrate values above 0.7. As a result, it can be inferred that the instruments employed in the study have already demonstrated consistency and can be utilized for subsequent analysis.

Table 3. R-Square test results

Variabel	R-square
Repurchase Intention (Y)	0,766

Source: Output PLS 4.0 (2023)

Based on table 3 the processing results in the table above, it can be seen that the model of the Repurchase Intention variable has an R Square value of 0.766. This means that Repurchase Interest is stated to be substantial (strong) and can be said to be good. This means that the model that determines Repurchase Intention is determined by three factors, namely Brand Image (X1), Product Quality (X2) and Price (X3).

Table 4. F-Square

Variabel	F-Square
Brand Image (X1)	0,310
Product Quality (X2)	0,320
Price (X3).	0,410

Source: Output PLS 4.0 (2023)

Based on the table 4 above processing the f Square test above, it can be concluded that the model on the Brand Image variable on Repurchase Intention with a value of 0.310 has a large size effect, on Product Quality on Repurchase Intention with a value of 0.320 has a large size effect and on the Price variable on Repurchase Intention with a value of 0.410 has a large effect size.

Table 5. Q-Square test results

Variabel	Q-Square
Repurchase Intention (Y)	0.234

Source: Output PLS 4.0 (2023)

Based on table 5 the results of testing the Q-Square value in the table above, it shows the calculation results for the endogenous variable, namely Repurchase Intention, of 0.234. So it can be concluded that this research model has good predictive relevance because it is greater than 0 (zero).

Table 6. Hypothesis Test

Variabel	Original Sample (O)	T- Statistics	P-Values
Brand Image (X1) -> Repurchase Intention (Y)	0,341	3,724	0,001
Product Quality (X2) -> Repurchase Intention (Y)	0,233	2,379	0,017
Price (X3) -> Repurchase Intention (Y)	0,176	2,272	0,023

Source: Output PLS 4.0 (2023)

According to table 6 The hypothesis testing results for the Brand Image variable yielded an original sample value of 0.341 with a T-Statistic of 3.274, which is greater than 1.96 or has a P-value of 0.001, indicating that the Brand Image variable has a positive and significant effect on Repurchase Intention. The hypothesis testing results for the Product Quality variable resulted in an original sample value of 0.233 with a T-Statistic of 2.379, which is greater than 1.96 or has a P-value of 0.017, suggesting that the Product Quality variable has a positive and significant effect on Repurchase Intention. The hypothesis testing results for the Price variable

produced an original sample value of 0.176 with a T-Statistic of 2.272, which is less than 1.96 or has a P-value of 0.023, indicating that the Price variable has a positive and significant effect on Repurchase Intention.

Discussion

1. The Effect of Brand Image on Repurchase Intention

The Brand Image has a T-Statistic value of $3.274 > 1.96$, a P-Values value of $0.001 < 0.050$, and an Original Sample value of 0.341. This indicates a significant positive influence of brand image on Repurchase Intention for Janji Jiwa coffee, thereby accepting the hypothesis. For Janji Jiwa coffee, the study suggests that continuous efforts to build a strong brand image are essential. This can be achieved through various means such as advertising, promotions, and enhancing product and service quality. With a strong brand image, Janji Jiwa coffee can enhance consumer loyalty and encourage repeat purchases, ultimately leading to positive impacts on company profits. These findings align with previous research indicating that consumers with a positive brand image are more inclined to repurchase a product. Previous studies by Sukmasari (2020) and Ekaputra & Fuadah (2020) also support this notion by demonstrating the significant positive influence of brand image on repurchase intention for products sold on platforms like Shopee and Honda motorcycles in Denpasar City, respectively.

2. The Effect of Product Quality on Repurchase Intention

The Product Quality shows a T-Statistic value of $2.379 > 1.96$, a P-Values value of $0.017 < 0.050$, and an Original Sample value of 0.233, indicating a significant positive influence of Product Quality on Repurchase Intention for Janji Jiwa coffee, thus accepting the hypothesis. For Janji Jiwa coffee, this study underscores the importance of consistently maintaining and enhancing product quality. This can be achieved through the selection of high-quality raw materials, standardized production processes, and rigorous quality control measures. With high product quality, Janji Jiwa coffee can enhance consumer satisfaction and drive repeat purchases, ultimately fostering loyalty and boosting company profits. Based on the hypothesis testing results in this study, Product Quality plays a significant role in increasing Repurchase Intention for Janji Jiwa coffee. These findings are consistent with prior research by Ramdhan (2021) indicating a positive and significant impact of product quality on repurchase intention, as well as Apriliani & Dewayanto (2018) demonstrating the positive and significant influence of product quality on repeat purchase intention for Pekalongan batik consumers. Product quality emerges as a crucial factor in enhancing repurchase intention.

3. The Effect of Price on Repurchase Intention

The analysis indicates that the price variable has a significant positive impact on repurchase intention for Janji Jiwa coffee, supported by a T-Statistic of 2.272 and a P-Values

of 0.023. The Original Sample value of 0.176 strengthens the evidence of a positive relationship between price and repurchase intention. This suggests that as the price of Janji Jiwa coffee increases, the likelihood of consumers repurchasing it also increases. The positive influence of price on repurchase intention can be explained by several factors. Firstly, higher prices may imply better coffee quality, leading consumers to pay more for a more enjoyable taste. Secondly, higher prices can enhance Janji Jiwa's brand image as a premium and exclusive coffee. However, it's important to note that factors like taste quality, service, and location also play significant roles in determining consumer repurchase intentions. Therefore, Janji Jiwa must continue to maintain product and service quality to retain loyal customers and attract new ones. These findings are consistent with research showing the positive impact of price on repurchase intentions in other product contexts, as demonstrated by studies such as Chairunnisa (2023) and Ardiansyah & Sulistiyowati (2018).

CONCLUSION

Based on the results of the research conducted, the researcher provides several suggestions because this research still has several limitations in several aspects so improvements need to be made in further research, including:

1. Conclusion for Kopi Janji Jiwa

Kopi Janji Jiwa needs to strengthen its commitment to introducing new products and innovating. This strategy does not only apply to new products, but also to existing products. This effort is expected to improve brand image and awareness among customers. With this strategy, it is hoped that interest in repurchasing Kopi Janji Jiwa products will increase significantly. This will have a positive impact on customer loyalty and company profits.

To increase consumers' repurchase interest in Kopi Janji Jiwa, companies can implement several steps, such as innovation in flavor variants, selection of high-quality coffee beans, consistency in product quality, skilled barista training, and response to consumer feedback. By implementing these suggestions, Kopi Janji Jiwa can strengthen the quality of its products, increase consumer satisfaction, and ultimately increase consumers' repurchase interest in their coffee products.

To increase interest in repurchasing Janji Jiwa coffee without reducing the price of the product, they can carry out promotions which include advertising, direct sales, publications and sales promotions. This promotion aims to influence consumers to become more familiar with the product, obtain information about the benefits of the product, and stimulate purchases. It is important for Janji Jiwa coffee to pay attention to product quality, competitive prices, attractive packaging, and utilize direct marketing through social media and efficient technology to achieve the goal of increasing consumer repurchase interest.

2. Conclusion for future researchers

The next research suggestion is to consider customer service and promotion variables on Janji Jiwa coffee consumers' repurchase interest. Research can focus on the influence of service quality and promotions on consumer repurchase interest. This variable is important because good service and promotions can increase customer satisfaction and influence their decision to repurchase the product. Future research can explore how the quality of service and promotions provided by Janji Jiwa coffee influence consumers' repurchase interest, as well as other factors related to service and promotion aspects that can increase customer loyalty.

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