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Purchasing Decisions of Coffee in the Pesen Kopi: A Consumer Behavior Approach

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Abstract:

Consumers as coffee lovers consider coffee as a lifestyle and consumption patterns coffee today are not only taken in the morning only, but at any time. This trend is not only among adult consumers but also among teenagers. This study aims to analyze the role of brand image in mediating the effect of social media marketing and price on purchasing decisions. Consumers who have purchased coffee drinks at Pesen Kopi are the population in this study. The sampling technique used purposive sampling and accidental sampling method with 140 respondents and from each Pesen Kopi outlet located in five districts were taken 28 respondents per district. The data analysis technique uses Partial Least Square. The research results conclude that social media marketing has a significant positive effect on purchasing decisions; price has a significant positive effect on purchasing decisions; social media marketing has a significant positive effect on brand image; price has a significant positive effect on brand image; brand image has a significant positive effect on purchasing decisions; brand image significantly mediates the effect of social media marketing on purchasing decisions; brand image significantly mediates the effect of price on purchasing decisions.

Keywords: Social media marketing, price, brand image, purchasing decisions

1. Introduction

The development of the beverage industry, various types of beverage products are offered to consumers and one type of beverage product that is generally known and has become a lifestyle today is coffee. Consumers as coffee lovers consider coffee as a lifestyle and consumption patterns coffee today are not only taken in the morning only, but at any time. Apart from drinking coffee has become a lifestyle, the coffee business has great opportunities in Indonesia, including in the city of Malang, and it is not surprising that Malang, which is famous for its natural beauty, is now turning into a "City of Coffee" for young people, especially students.

Consumer purchasing decisions on coffee drinks, especially coffee at Pesen Kopi can lead to how the decision-making process is carried out and purchasing decisions as consumer decisions which include what to buy, whether to make a purchase or not, when to buy, where to buy, and how to pay it (Sumarwan, 2014). Many factors are considered by consumers before deciding to buy a product (Zulaicha and Irawati, 2016) and factor Social media marketing is a factor that affects consumers consideration in purchasing decision. Social media marketing as a marketing technique by using social media tools to promote products or services more specifically (Mileva, 2019). Social media marketing offers its own advantages in practice and all people can access social media very easily, wherever and whenever (Nuraini and Hadi, 2019), social media marketing carried out by a business can influence one's thinking which will have an impact on other thoughts and more broadly before making a purchase decision (Gunelius, 2011). This statement is supported by research by Narayana and Rahanatha (2020) which states that social media marketing has a positive and significant effect on purchasing decisions. This study contradicts the research of Khoiro et al. (2019) concluded that social media promotion has no significant effect on purchasing decisions.

Social media marketing in addition to influencing purchasing decisions, also has an influence on brand image. Brand image is how the company's image is embedded in the minds of consumers and through the use of appropriate social media marketing will increasingly instill the brand to consumers (Narayana and Rahanatha, 2020). The above statement is supported by research by Bilgin (2018) which concludes that social media marketing has a positive and significant effect on brand image.

In addition to social media marketing factors, price is also a factor that can affect brand image and purchasing decisions. Nafilah et al. (2019) explained that price is often said to be an indicator of value, because the price is related to the benefits of the goods that have been received, and at a certain price level if the benefits of the goods increase, the value of the product will also increase. This statement is supported by research by Saraswati and Rahyuda (2017) which concludes that price has a positive and significant effect on purchasing decisions. This study contradicts Deisy et al. (2018)

concluded that price has no significant effect on purchasing decisions. Price, in addition to influencing purchasing decisions, also affects brand image.

Based on the gap in the form of research inconsistencies, the researcher adds the brand image variable as a mediating variable. Sangadji and Sopiah (2013) revealed that brand image can be positive or negative depending on how one perceives the brand and consumers will have a higher image if they use products with a good brand image. A good brand image has a positive influence on purchasing decisions and the higher the brand image created by the company, the level of consumer decision making to buy also increases (Armayani and Jatra, 2019). A good and positive brand image will create a good impression in the minds of consumers in consuming a brand and one form of marketing communication in building a brand image is with social media marketing and prices. Narayana and Rahanatha (2020) in their research conclude that brand image significantly mediates the influence of social media marketing on purchasing decisions. Research by Saraswati and Rahyuda (2017) concludes that brand image significantly mediates the effect of price on purchasing decisions.

The object of this research is Pesen Kopi in Malang City. The reason for choosing Pesen Kopi as the object of research is because Pesen Kopi is one of the packaged coffee brands that is loved by the public, especially among students, this is because the Pesen Kopi outlet is close to boarding houses and well-known campuses in Malang City. Pesen Kopi also uses social media to promote its products. The use of social media in Pesen Kopi as a marketing strategy that people use in the form of online networks and allows marketers to engage, collaborate, interact.

2. Theoretical Review

2.1. Social Media Marketing

As'ad and Alhadid (2014) define social media marketing as a marketing strategy that people use in the form of online networks and allows marketers to engage, collaborate, interact and utilize the intelligence of the people who participate in it for marketing purposes (Chikandiwa et al. 2013). This study uses the indicators proposed by Fahmi et al. (2020) that is: be active, is that social media needs to be active in posting; be interesting, is social media providing content that attracts consumers; be humble, is not exuding superiority to its customers; and be honest, is that the content provided by social media must provide honest and accountable answers.

2.2. Price

Price is an important factor for a company because the price can show the ability of a company to compete with other similar companies. Daryanto (2013) defines price as the amount of money charged for a product or the amount of value that consumers exchange for the benefits of owning or using the product. This study uses the indicators proposed by Rasyid and Indah (2018) that is: price affordability, is that consumers can reach the prices set by the company; the suitability of price with product quality, is that price is often used as an indicator of quality for consumers; price competitiveness, is that consumers often compare the price of a product with other products; and the suitability of prices with benefits, is that the higher the benefits felt by consumers from certain goods or services, the higher the exchange value of the goods or services.

2.3. Brand Image

Kotler and Keller (2012) define brand image as perceptions and beliefs about brands that are reflected in brand associations in consumers' memories. These associations can appear in the form of certain thoughts or images associated with a brand (Mahmudah and Sutrisna, 2018). Ranguti (2014) argues that brand image is a set of brand associations that are formed and embedded in the minds of consumers and consumers who are accustomed to using certain brands tend to have consistency with that brand. This study uses the indicators proposed by Fahmi et al. (2020) that is: attributes, are features that consumers think about products or services offered through social media; benefits, are benefits that consumers think about a product and service received by consumers; and attitude, is an evaluation made by consumers about a brand.

2.4. Purchasing Decisions

Kotler and Armstrong (2012) define purchasing decisions as stages in the buying decision-making process where consumers actually buy the product. Schiffman and Kanuk (2010) argue that purchasing decisions are a person's decision where consumers have one of several alternative choices available, so that various choices are offered, consumers can make the best decisions from what is offered. This study uses the indicators proposed by Prilano et al. (2020) that is: according to taste, customers make purchases because the products offered are in accordance with their tastes and are easy to find the items needed; has benefits, is the product purchased provides benefits and the product is offered according to the wishes of its customers; and accuracy in buying the product, is the price according to the quality of the product and in accordance with the wishes of the customer.

Based on the description above, the conceptual framework in this study is described as follows:

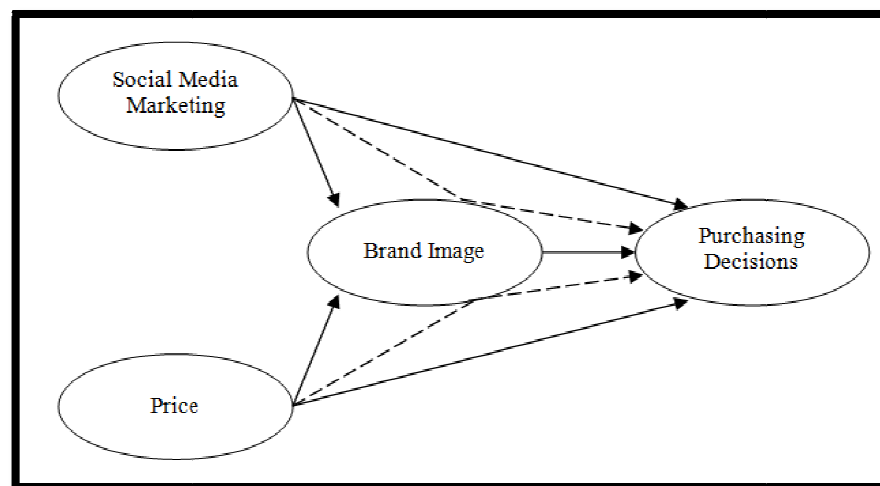


Figure 1: Conceptual Framework
Source: Processed Data, 2021

The hypotheses in this study are:

Social media marketing is built on the basis of pleasure, hobbies, lifestyle, loyalty, and the curiosity of consumers themselves, these things will affect consumer purchasing decisions. Gunelius (2011) suggests that social media marketing carried out by a business can influence a person's thinking which will have an impact on other people's thoughts more broadly before making a purchase decision. Research by Mileva and Fauzi (2018); Pratiwi and Yasa (2019); Narayana and Rahanatha (2020) concluded that social media marketing has a positive and significant effect on purchasing decisions. The research hypothesis is:

- H1: Social media marketing has a significant positive effect on purchasing decisions

Price as one of the important variables in marketing where the price can influence consumers in making purchasing decisions. Joshua and Padmalia (2016) explain that price often gets the attention of consumers towards the purchase of a product or service, and therefore companies in setting a price strategy need to pay attention to the affordability of prices by consumers, because affordable prices can influence consumers' decisions to buy. Research by Zulaicha and Irawati (2016); Saraswati and Rahyuda (2017) conclude that price has a positive and significant effect on purchasing decisions. The research hypothesis is:

- H2: Price has a significant positive effect on purchasing decisions

Narayana and Rahanatha (2020) argue that brand image is how the company's image is embedded in the minds of consumers and through the use of appropriate social media marketing it will further instill the brand to consumers, and marketing through social media by providing good service to consumers can increase brand image of the company (Fahmi et al., 2020). Research by Bilgin (2018); Narayana and Rahanatha (2020) conclude that social media marketing has a positive and significant effect on brand image. The research hypothesis is:

- H3: Social media marketing has a significant positive effect on brand image

Erlitna and Soesanto (2018) suggest that products that have appropriate and attractive prices can captivate the hearts of consumers and make the product different in the minds of consumers, and will make it easier for consumers to recognize products and also form a positive brand image. Research by Noerchoidah (2013); Saraswati and Rahyuda (2017) conclude that price has a positive and significant effect on brand image. The research hypothesis is:

- H4: Price has a significant positive effect on brand image

Brand image has a very important role in influencing buying behavior. Consumers who have a positive image of a brand will be more likely to make a purchase (Suryani, 2013). Armayani and Jatra (2019) stated that consumers will have a higher image if they use products with a good brand image. A positive brand image has a positive influence on purchasing decisions and the higher the brand image created by the company, the level of consumer decision making to buy is also increasing. Research by Saraswati and Rahyuda (2017); Narayana and Rahanatha (2020) conclude that brand image has a positive and significant effect on purchasing decisions. The research hypothesis is:

- H5: Brand image has a significant positive effect on purchasing decisions

Utilization of social media marketing can effectively improve the brand image and the company has a good brand image will surely make consumers more confident and put through a purchase decision (Narayana and Rahanatha, 2020). Research by Narayana and Rahanatha (2020) conclude that brand image significantly mediates the effect of social media marketing on purchasing decisions. The research hypothesis is:

- H6: Social media marketing mediated by brand image has a significant positive effect on purchasing decisions

Products that have appropriate and attractive prices can captivate the hearts of consumers and make the product different in the minds of consumers and make it easier for consumers to recognize products and also form a positive brand image (Erlitna and Soesanto, 2018). Armayani and Jatra (2019) suggest that consumers will have a higher image if they use products with a good brand image. A positive brand image has a positive influence on purchasing decisions. Research by Saraswati and Rahyuda (2017) conclude that brand image significantly mediates the effect of price on purchasing decisions. The research hypothesis is:

- H7: Price mediated by brand image has a significant positive effect on purchasing decisions

3. Method

This research uses a quantitative approach with this type of explanatory research. The research method uses a survey by distributing questionnaires. This research was conducted at Pesen Kopi located in five districts in Malang City. The sample in this study were consumers who have purchased coffee drinks at Pesen Kopi with a total of 140 respondents and from each Pesen Kopi outlet located in five districts were taken 28 respondents per district. The research method chosen is purposive sampling and accidental sampling, with the following criteria: respondents who own and know Pesen Kopi from social media; respondents who have purchased coffee drinks at Pesen Kopi; and the respondent is at least 18 years old, the reason is that the respondent is old enough to make decisions.

Sources of data used in this study are primary data. The primary data source was conducted using a questionnaire as a research instrument. The initial stage of the questionnaire was conducted on 30 respondents in advance for the purpose of validity and reliability. After passing the test, the questionnaire was distributed with a larger number of that is 140 respondents. The respondents who were given the questionnaire were consumers who purchased coffee drinks at Pesen Kopi in five districts in Malang City. The data analysis technique in this study uses Partial Least Square (PLS).

4. Results

4.1. Outer Model Analysis

Convergent validity is tested using the loading factor value. The indicator is declared to meet the convergent validity if the loading factor value is above 0,7. The results of the loading factor values are presented in Table 1 below.

Variable	Item	Loading Factor	Explanation
Social Media Marketing (SMM)	SMM1	0,753	Valid
	SMM2	0,757	Valid
	SMM3	0,776	Valid
	SMM4	0,726	Valid
	SMM5	0,804	Valid
	SMM6	0,769	Valid
	SMM7	0,774	Valid
	SMM8	0,761	Valid
Price (P)	P1	0,806	Valid
	P2	0,820	Valid
	P3	0,832	Valid
	P4	0,831	Valid
	P5	0,804	Valid
	P6	0,835	Valid
	P7	0,790	Valid
	P8	0,845	Valid
Brand Image (BI)	BI1	0,779	Valid
	BI2	0,785	Valid
	BI3	0,744	Valid
	BI4	0,759	Valid
	BI5	0,781	Valid
	BI6	0,798	Valid
Purchasing Decisions (PD)	PD1	0,745	Valid
	PD2	0,777	Valid
	PD3	0,768	Valid
	PD4	0,733	Valid
	PD5	0,825	Valid
	PD6	0,819	Valid

Table 1: Convergent Validity Test Results Based on Loading Factor Value
Source: Primary Data Processed, 2021

From the table above, the loading factor value of the indicator's social media marketing, price, brand image, and purchasing decisions is greater than 0,7 so it can be concluded that these indicators are valid.

The calculation of variable construct reliability uses discriminant reliability (AVE), composite reliability and Cronbach's alpha. The criteria for testing the reliability of discriminant reliability (AVE) the value is above 0,5. The composite reliability and the Cronbach's alpha value above 0.7. The results of the variable construct reliability values are presented in Table 2 below.

Variable	AVE	Composite Reliability	Cronbach Alpha	Explanation
Social Media Marketing (SMM)	0,586	0,919	0,899	Reliable
Price (P)	0,673	0,943	0,931	Reliable
Brand Image (BI)	0,600	0,900	0,867	Reliable
Purchasing Decisions (PD)	0,606	0,902	0,870	Reliable

Table 2: Reliability Test Results
Source: Primary Data Processed, 2021

The table above shows that overall, by using the calculation of AVE, composite reliability and Cronbach's alpha, it is concluded that all instrument items used to measure variables are declared reliable.

4.2. Inner Model Analysis

The inner model is tested by measuring the R-square (R^2) value, which is the model's Goodness of Fit test. Goodness of Fit was assessed using predictive relevance (Q^2) obtained from the R-square value (R^2). Q^2 is based on the coefficient of determination of all dependent variables. The calculation of Goodness of Fit in this study is shown in Table 3 below.

Variable	R^2
Brand Image (BI)	0,553
Purchasing Decisions (PD)	0,741
$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ $Q^2 = 1 - (1 - 0,553)(1 - 0,741)$ $Q^2 = 0,884$	

Table 3: Goodness of Fit Model Results
Source: Primary Data Processed, 2021

Q^2 in this study is worth 0,884 (88,4%) so that the variety of customer choice variables can be explained by the overall model by 88,4%. The contribution of the diversity of the social media marketing, price and brand image variables to the overall purchasing decisions is 88,4% while the remaining 11,6% is the contribution of other variables outside of this study.

5. Hypothesis Test

Hypothesis testing can be done by paying attention to the level of significance and path coefficient between latent variables, and to test the proposed hypothesis, a statistical analysis is carried out by entering the tested variables together. Decision making is based on the direction of the relationship and the significance of the model in question. The following are the results of the calculation of the hypothesis test which are presented in Table 4 below.

Hypothesis	Effect	Original Sample	T Statistics	T-table	Explanation
H1	SMM \rightarrow PD	0,273	4,029	1,960	Significant
H2	P \rightarrow PD	0,214	4,480	1,960	Significant
H3	SMM \rightarrow BI	0,545	8,144	1,960	Significant
H4	P \rightarrow BI	0,319	4,236	1,960	Significant
H5	BI \rightarrow PD	0,507	6,591	1,960	Significant
H6	SMM \rightarrow BI \rightarrow PD	0,276	4,957	1,960	Significant
H7	P \rightarrow BI \rightarrow PD	0,162	3,714	1,960	Significant

Table 4: Hypothesis Testing Results
Source: Primary Data Processed, 2021

From the table above, the original sample value shows a positive relationship between variables, while the T-statistic is used to see the significance of the relationship between variables. The relationship is considered significant if the T-statistic > T-table (1,960), thus it can be concluded that H1, H2, H3, H4, H5, H6, H7 can be accepted.

6. Discussion

The results showed that social media marketing has a significant positive effect on purchasing decisions. Gunelius (2011) explains that social media marketing carried out by a business can influence one's thinking and will have an impact on other people's thoughts more broadly before making a purchase decision. Pesen Kopi is known by consumers through promotional media, among others, through their own (personal) promotional media and through social media such as Facebook, Instagram and websites. Pesen Kopi uses social media marketing to market coffee drink products by utilizing the audiences who participate in the social media and by using social media marketing it is hoped that the coffee drink products marketed by Pesen Kopi can be known more widely by consumers who are far from the location of Pesen Kopi outlets so that can improve consumer purchasing decisions. Adhawiyah and Anshori (2019:38) suggest that social media marketing can have a significant influence on purchasing decisions, where consumers are influenced by being active, being interesting, being humble, and being honest in purchasing decisions (Fahmi et al., 2020). The results of this study reinforce

the research findings of Mileva and Fauzi (2018); Nuraini and Hadi (2019); Pratiwi and Yasa (2019); Narayana and Rahanatha (2020) concluded that social media marketing has a positive and significant effect on purchasing decisions.

The results showed that price has a significant positive effect on purchasing decisions. Armayani and Jatra (2019) suggest price as one of the important variables in marketing, where price can influence consumers in making decisions to buy a product. Consumers in buying coffee drinks at Pesen Kopi do not only consider the taste and quality of the coffee but also pay attention to the feasibility of the price, because consumers will buy a product if the price is deemed feasible for them. Alma (2014) argues that the price expressed in money is attached to a product that allows the product to meet the needs, desires, and satisfy consumers. Setiyannigrum (2015) explains that the price is something that must be paid by consumers to get an item. Consumers will be very sensitive in responding to the level of pricing applied by products, especially coffee beverage products at Pesen Kopi and if the price set is not in accordance with the expected quality, consumers will quickly realize this. Prices that are too cheap also have an impact on the quality of an item, but prices that are too expensive for consumers must also consider it (Jamaludin et al., 2015) and for that the price of coffee offered by Pesen Kopi must also be in accordance with the quality of coffee obtained by consumers. The results of this study reinforce the research findings of Purnamasari and Murwatningsih (2015:271); Zulaicha and Irawati (2016:134); Saraswati and Rahyuda (2017:3277) conclude that price has a positive and significant effect on purchasing decisions.

The results showed that social media marketing has a significant positive effect on brand image. Fahmi et al. (2020) explained that marketing through social media by providing services by patiently answering questions from consumers and using polite language can improve the brand image of the company. Brand image is how the company's image is embedded in the minds of consumers, and through the use of appropriate social media marketing will increasingly instill the brand to consumers (Narayana and Rahanatha, 2020). The use of social media marketing has an impact on the formation of the brand image of Pesen Kopi and so that the Pesen Kopi strategy through social media marketing produces a positive and maximum impact, it is necessary to select content, both in the form of videos and images as well as writings, all of which are packaged in an attractive and easy to understand manner social media users. Weinberg (2009) argues that social media marketing is a process that encourages individuals to promote their websites, products or services through online social channels and to communicate by leveraging the community and have a greater likelihood of doing marketing than through traditional advertising channels. The results of this study reinforce the research findings of Anizir and Wahyuni (2017); Bilgin (2018); Narayana and Rahanatha (2020) conclude that social media marketing has a positive and significant effect on brand image.

The results showed that price has a significant positive effect on brand image. Erlitna and Soesanto (2018) suggest that products that have appropriate and attractive prices can captivate the hearts of consumers and make the product different in the minds of consumers, and will make it easier for consumers to recognize products and also form a positive brand image. Products that are sold and offered by Pesen Kopi, if they have appropriate and attractive prices, can captivate the hearts of their consumers and make Pesen Kopi products different in the minds of consumers. This differentiator will be a positive value for Pesen Kopi products in introducing their brand to the public. Erlitna and Soesanto (2018) explain that the appropriate and attractive prices offered by producers to consumers will make consumers to continue to buy and use the product. The results of this study reinforce the research findings of Noerchoidah (2013); Saraswati and Rahyuda (2017); Armayani and Jatra (2019) concluded that price has a positive and significant effect on brand image.

The results showed that brand image has a significant positive effect on purchasing decisions. Saraswati and Rahyuda (2017) explain that brand image is a picture or impression about a brand that appears in the minds of consumers and helps consumers in making purchasing decisions. The brand image of Pesen Kopi is related to attitudes in the form of beliefs and preferences towards a brand and consumers who have a positive image of the Pesen Kopi brand are more likely to make purchases. The brand image owned by Pesen Kopi today cannot be separated from the simplicity in making a brand name, so that consumers find it easy to recognize the coffee beverage products offered by Pesen Kopi wherever the Pesen Kopi outlet is located. Armayani and Jatra (2019) stated that consumers will have a higher image if they use products with a good brand image. A positive brand image has a positive influence on purchasing decisions and the higher the brand image created by a company, the level of consumer decision making to buy is also increasing. The results of this study reinforce the research findings of Purnamasari and Murwatningsih (2015); Saraswati and Rahyuda (2017); Narayana and Rahanatha (2020) conclude that brand image has a positive and significant effect on purchasing decisions.

The results showed that social media marketing mediated by brand image has a significant effect on purchasing decisions. Narayana and Rahanatha (2020) suggest that the effective use of social media marketing can improve brand image and companies that have a good brand image will certainly make consumers more confident and make purchasing decisions. Armayani and Jatra (2019) explain that a good brand image has a positive influence on purchasing decisions and the higher the brand image created by the company, the level of consumer decision making to buy also increases. Brand image not only has a direct effect on consumer purchasing decisions but can mediate the relationship between social media marketing and purchasing decisions, where social media marketing can have a significant influence on purchasing decisions (Adhawiyah and Anshori, 2019). The use of social media marketing has an impact in shaping the brand image of Pesen Kopi and so that the Pesen Kopi strategy through social media marketing produces a positive influence. Armayani and Jatra (2019) suggest that consumers will have a higher image if they use products with a good brand image and a positive brand image has a positive influence on purchasing decisions. The results of this study reinforce the research findings of Narayana and Rahanatha (2020) conclude that brand image significantly mediates the effect of social media marketing on purchasing decisions.

The results showed that price mediated by brand image has a significant effect on purchasing decisions. Purnamasari and Murwatningsih (2015) suggest that brand image is a mediating variable from the influence of price on purchasing decisions. This shows that brand image is a pathway to improve purchasing decisions on the effect of price on

purchasing decisions, so that purchasing decisions and brand image can be improved by means of appropriate pricing strategies. Kotler and Armstrong (2012) explain that price is the amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of having or using the product or service. Erlitna and Soesanto (2018) explain that products that have appropriate and attractive prices can captivate the hearts of consumers and make the product different in the minds of consumers and will make it easier for consumers to recognize products and also form a positive brand image. Consumers in buying coffee drinks at Pesen Kopi do not only consider the taste and quality of the coffee, but also pay attention to the appropriateness of the price. Joshua and Padmalia (2016) explain that prices often get the attention of consumers because affordable prices can influence consumers' decisions to buy. Armayani and Jatra (2019) suggest that consumers will have a higher image if they use products with a good brand image and a positive brand image has a positive influence on purchasing decisions. The results of this study reinforce the research findings of Saraswati and Rahyuda (2017); Armayani and Jatra (2019) concluded that brand image significantly mediates the effect of price on purchasing decisions.

7. Research Implications

The research implications of the results of this study indicate that social Media Marketing and price has a significant positive effect on brand image and purchasing decisions. Furthermore, it is found that brand image plays an important role which not only has a direct effect on purchasing decisions but also significantly mediates the effect of social Media Marketing and price towards purchasing decisions. The results of this study also strengthen and support the results of previous studies related to purchasing decisions.

The limitations in this study are as follows: (1) This research was conducted during the COVID-19 pandemic, causing this research to not run as it should, especially in terms of distributing questionnaires. (2) The data collection uses questionnaire, so that it has an impact on the honesty and the lack of understanding of respondents in understanding the question items on the questionnaire so that it is feared that the answers given are not quite correct.

8. Conclusions and Suggestions

Based on the research results, the following conclusions can be drawn: Social media marketing has a significant positive effect on purchasing decisions. Social media marketing carried out by a business can influence one person's thinking and will have an impact on other people's thoughts more broadly before making a purchase decision. Price has a significant positive effect on purchasing decisions. Price as one of the important variables in marketing, where the price can influence consumers in making decisions to buy a product. Social media marketing has a significant positive effect on brand image. Marketing through social media by providing good service and using polite language can improve the company's brand image. Price has a significant positive effect on brand image. Products that have appropriate and attractive prices can captivate the hearts of consumers and make the product different in the minds of consumers, and will make it easier for consumers to recognize products and also form a positive brand image. Brand image has a significant positive effect on purchasing decisions. Brand image is a picture or impression about a brand that appears in the minds of consumers and helps consumers in making purchasing decisions. Brand image has the biggest role in making purchasing decisions, because consumers who have a positive image of the Pesen Kopi brand are more likely to make purchases. Brand image significantly mediates the effect of social media marketing on purchasing decisions. Utilization of social media marketing can effectively improve the image of the brand, and the company has a good brand image will surely make consumers more confident and put through a purchase decision. Brand image significantly mediates the effect of price on purchasing decisions. Brand image is a pathway to improve purchasing decisions, so that purchasing decisions and brand image can be improved by means of appropriate pricing strategies.

Based on the above conclusions, several suggestions can be put forward as follows: It is better if Pesen Kopi management optimizes the use of social media marketing in marketing products, in this case it is more consistent in uploading product content so as to improve purchasing decisions. In terms of price, it is expected that Pesen Kopi will set a price that is proportional to the quality and benefits that consumers can get, so that the price can be competitive. The Pesen Kopi management must also maintain a good corporate image and provide understanding to consumers by creating content with campaigns targeting young people so that Pesen Kopi can build a good brand image for their consumers. Researchers recommend that further researchers the to examine this problem by adding the influence of other determinants that can influence purchasing decisions, such as brand awareness and word of mouth.

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