The Influence of Promotion, Brand Image and Brand Awareness towards Purchasing Decision Janji Jiwa Coffee.

Alex Juan Daniel
Fakultas Ekonomi, Universitas Negeri Jakarta, Indonesia
Email: Alexjuan197@gmail.com

Ryna Parlyna, M.B.A.
Fakultas Ekonomi, Universitas Negeri Jakarta, Indonesia
Email: pelangiindah767@gmail.com

Muhammad Yusuf, S.E., M.M.
Fakultas Ekonomi, Universitas Negeri Jakarta, Indonesia
Email: myusuf_fe@unj.ac.id

ABSTRACT

This study aims to gain knowledge and analyze the effect by collecting empirical data and facts that are true, valid, and reliable and trustworthy about the effect of promotion, brand image and brand awareness on the purchasing decision of kopi Janji Jiwa. With a survey method using Google Form and a Likert scale by purposive sampling, it was obtained as many as 200 respondents who were students of the State University of Jakarta who had purchased Janji Jiwa Coffee. This study uses simple regression analysis using quantitative methods. The results of this study are promotion, brand image and brand awareness partially positive and significant effect on purchasing decisions. All three have a coefficient of determination of 39.2%, 27.8% and 6.7%. influenced by other factors outside the variables in this study.
Keywords: Promotion, Brand Image, Brand Awareness, Purchase Desicion

ABSTRAK

Penelitian ini memiliki tujuan untuk memperoleh pengetahuan dan menganalisis pengaruh dengan mengumpulkan data dan fakta empiris yang benar, sahih, valid dan dapat dipercaya serta reliabel tentang pengaruh promosi, citra merek dan kesadaran merek terhadap keputusan pembelian kopi Janji Jiwa. Dengan metode survei menggunakan *Google Form* dan skala *Likert* secara *Purposive Sampling*, didapat sebanyak 200 responden yang merupakan mahasiswa Universitas Negeri Jakarta yang pernah membeli kopi Janji Jiwa. Penelitian ini menggunakan analisis regresi sederhana dengan menggunakan metode kuantitatif. Hasil dari penelitian ini adalah promosi, citra merek dan kesadaran merek secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian. Ketiganya memiliki hasil koefisien determinasi sebesar 39,2%, 27,8% dan 6,7%. Selebihnya dipengaruhi oleh faktor-faktor lain diluar variabel dalam penelitian ini.
Kata Kunci: Promosi, Citra Merek, Kesadaran Merek, Keputusan Pembelian

INTRODUCTION

In an increasingly advanced era, people's desire to consume products is increasingly diverse. This is one of the reasons for the emergence of various kinds of new businesses as opportunities in business, giving rise to competition in the business world. The more products offered to the public will make more considerations for the public to choose the desired product. This spurs companies to develop their products so that they can win the competition in attracting people to choose their products.

In choosing the desired product for consumption, people are increasingly selective and want the best product. And for that, people will look for more information about the desired product. Therefore, companies that offer their products and want their products to be consumed by the public must provide complete and convincing information that is easy to access by the public. Meanwhile, to attract the public, innovations are needed in the information provided. This will be a strong consideration for the community to choose the product to be consumed.

Consumption of society today, not only as a fulfillment of primary needs, but also as a lifestyle. In this case, one of the people's consumption that is used as a lifestyle is drinking coffee. Quoted from iNews.id, domestic coffee consumption annually grows by 13.9 percent, where 6 out of 10 people surveyed like contemporary coffee (Dahwilani, 2019). This shows that coffee consumption in Indonesia is quite high and currently experiencing growth. The lifestyle of drinking coffee is one of the modern lifestyles of today's society so that most people like coffee.

Reported by detikFinance written by Sugianto (2019), based on euromonitor data, the retail sales volume of ready-to-drink coffee products (Ready to Drink Coffee) in Indonesia in 2013 was around 50 million liters. Meanwhile, in 2018, RTD Coffee products reached almost 120 million liters. So, from a business perspective, there is a continuous increase in the sale of Ready to Drink Coffee products. For example, coffee products sold in coffee shops. From the market value of coffee shops in Indonesia and the high consumption of coffee in Indonesia, it becomes a business opportunity for companies or business actors. This encourages companies or business actors to produce coffee and open coffee shops. The number of people who like coffee makes the coffee business a promising business. This is marked by the increasing number of newly opened coffee shops, such as Kopi Janji Jiwa, Kopi Kenangan, Starbucks Coffee, and others.

According to the Jiwa Group website (2019), Janji Jiwa received high enthusiasm from the Indonesian people so that it received an award from the Indonesian World Record Museum (MURI) for the record for "Fastest Coffee Growth in One Year" in 2019. This achievement was achieved because Janji Jiwa has succeeded opened and expanded its coffee shop to 700 outlets in a year which was spread in 50 major cities in Indonesia. Janji Jiwa is a local coffee brand that was founded in 2018. Until now, Janji Jiwa has more than 700 outlets and targets to open more than 1000 outlets.

While quoted from GoodNews (2021), Janji Jiwa became the coffee brand with the most outlets in Indonesia. While in second position is occupied by American coffee brand Starbucks with a total of 430 outlets (Kontan.co.id 2019), and in third position Kopi Kulo with 300 outlets. This makes the Janji Jiwa coffee more widely known because it is available in many places in various regions. This is indicated by the sales of Janji Jiwa coffee in Indonesia. Until now, Janji Jiwa has sold as many as 5 million cups of coffee within a month. The following is a graph of the number of outlets for several coffee brands in Indonesia.
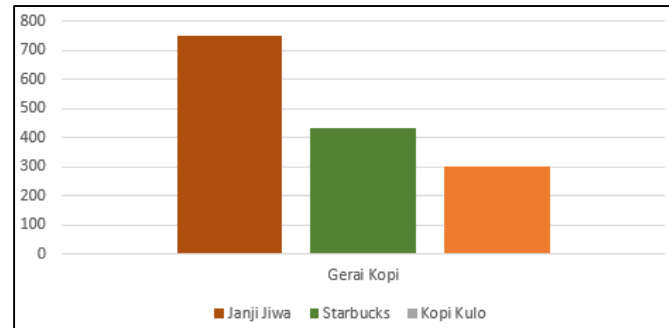
Reported from the Suara.com website (2020), Jiwa Group as the management company of Janji Jiwa has launched a new application called Jiwa+, which is an application for ordering various menus of Janji Jiwa. The purpose of this Jiwa+ is so that customers can place orders for various products in two ways, namely direct pick-up and delivery. The pick up method allows every customer to place an order without queuing so that they can pick up orders at the desired time cashless. Meanwhile, the delivery method supported by the Go-Send service allows customers to place orders with delivery to the specified location. With GPS technology, Jiwa+ makes it easier for consumers to provide references to the nearest outlet from where the customer is located. In the Jiwa+ application there are a number of excellent features, one of which is Subscriptions and Deals. Through this feature, customers can purchase subscription vouchers that will save buyers more money, while Deals is a feature that offers different promos every day. Then, one of the most challenging and rewarding Janji Jiwa features is membership. When registering personal data with Jiwa+, customers will get a membership level and there are five levels in total. The higher the level you have, the more cashback you can get. With the application and holding promotions in it, it will influence customers to buy Janji Jiwa products.

Quoted from tempo.co, written by Mitra Tarigan (2021), in order to celebrate National Music Day, Janji Jiwa collaborates with the music application JOOX so that the Janji Jiwa brand is increasingly recognized and embedded in the community. Janji Jiwa collaborated by holding a campaign titled "Coffee, Music Story of the Soul". In this campaign, customers can get special playlist recommendations that match their mood and favorite kind of Kopi Jiwa via a microsite that can be accessed via the QR code listed. Then, as reported by Beritasatu (2019), Janji Jiwa will develop its products in Indonesia and to the global market. Countries in Southeast Asia will also be the goal of Janji Jiwa in developing its products. Janji Jiwa is currently preparing raw materials and food tasting in several destination countries. It is estimated, in total, the Jiwa Promise will consume 12 tons of coffee beans per week or 48 tons of coffee beans that will be produced per month. Janji Jiwa has also made the tagline #kopidarihati so that people will remember the Janji Jiwa brand more. With the development of Janji Jiwa products and catchy and memorable taglines, Janji Jiwa will build brand awareness in the community so that they can buy Janji Jiwa products.

Based on the background described above and there have been many studies examining promotion, brand image and brand awareness on purchasing decisions but with different objects and testing methods, therefore, the authors are interested in conducting research on the influence of promotion, brand image and brand awareness towards the purchasing decision of the Janji Jiwa coffee.

LITERATURE REVIEW

Promotion

According to Kotler (2009), promotion is a marketing activity in the form of communication carried out by companies or marketers to consumers that contains information, persuasion and influence. Meanwhile, Hair and Daniel in Handoko (2017) say that promotion is in the form of communication from the company to inform, persuade and remind potential consumers to get a response and influence their opinion.

The purpose of promotion according to Nickel in Leksono and Herwin (2017) is to influence people to participate in purchases, motivate people to product goods or services of a company and become a means to build relationships with customers. Meanwhile, Kotler (2008) said that there are four promotion objectives, namely modifying behavior, informing, persuading and reminding.

Kotler and Keller (2012:478) reveal that there are eight dimensions of promotion that are usually carried out by companies or marketers in marketing activities. The eight dimensions are advertising, sales promotion, events and experiences, personal selling, public relations and publicity, direct marketing, interactive marketing and word of mouth marketing. Meanwhile, according to Kotler & Armstrong (2008) there are five promotional mix tools that are the most important and most often used by companies, namely advertising, sales promotion, personal selling, public relations. and direct marketing.

Brand Image

According to Kotler in Nurochani (2017), brand image is a set of beliefs, ideas and impressions that a person has of a brand. Therefore, the brand image of a product greatly determines the attitudes and actions of consumers towards a product brand. Meanwhile, according to Tjiptono (2005:49), brand image means a description of the association and consumer confidence in certain brands. That is, the amount of consumer confidence will describe how big the brand image of a product. Therefore, to build a good brand image, companies must build consumer confidence in the brand of the product being sold.

Kotler and Keller (2016) reveal that the brand image of a product is formed due to five dimensions, namely brand identity, brand personality, brand association, brand attitude and behavior and brand benefit & competence. Meanwhile, according to Rangkuti (2009), there are four indicators that characterize a brand. The four indicators are recognition, reputation, affinity, loyalty. Meanwhile, according to Aaker and Biel (2013) in Supriyadi (2017), there are indicators that form a brand image or brand image, namely corporate image, product image, user image.

Brand Awareness

Aaker in Dabbous dan Barakat (2020) says "Brand awareness is the consumer ability to recognize and recall the brand in different situations". That is, brand awareness is the ability of consumers to recognize and remember brands in different situations. According to Suciningtyas in Cahyani (2016), brand awareness is the ability of consumers to recognize or recall a product brand and relate it to certain product categories. That way, if consumers already have awareness of a product brand, then consumers will automatically be able to decipher the brand elements without help. The conclusion is consumer awareness of a product brand must be built. In addition to being able to identify the product they need or want, consumers can

easily remember the product brand and buy products with brands that consumers always remember.

There are four levels of brand awareness indicators sequentially according to Aaker (2008), namely unaware of the brand, brand recognition, brand recall, top of mind.

Purchase Decision

Leon G. Schiffman and Leslie Lazar Kanuk (2004:547) eveal that a decision is an action on a choice of two or more alternative choices. This means that consumers have two or more alternative choices and take action to choose only one so as to produce a decision. According to Kotler and Keller (2009:184), purchasing decisions are preferences formed by consumers for each product that exists among various choices. The consumer's desire to get the best product and a sense of satisfaction affect the consumer's choice of each existing product and result in consumer decision making to buy a product.

Kotler and Keller (2016:179) reveal three factors that influence consumer buying decision behavior, namely cultural factors, social factors and personal factors. Kotler and Armstrong (2008:179-181) also revealed that there are five stages in making purchasing decisions, namely problem recognition, information search, evaluation of alternatives, buying decisions, post-purchase behavior. According to Tjiptono (2008), purchasing decisions are actions that involve consumers directly or indirectly in an effort to obtain and use a product or service. Meanwhile, according to Laksana in Rosa Indah (2020), consumers can decide to buy goods or services and fulfill their needs if they have gone through the process of assessing and receiving information and consideration of other brands.

HYPOTHESES

H1: Promotion has a positive and significant effect on Purchase Decisions.
H2: Brand Image has a positive and significant effect on Purchase Decisions.
H3: Brand Awareness has a positive and significant effect on Purchase Decisions.

RESEARCH METHODS

This study uses a quantitative approach, using a survey method with a measurement scale using a 6-point Likert scale. In addition, in testing the analysis requirements, normality and linearity tests are used, simple regression equations, t-test (partial), person correlation coefficient analysis, and calculation of the coefficient of determination.

Population
The population in this study are students of the State University of Jakarta

Sample
The sampling technique was carried out using the purposive sampling method which was included in non-probability sampling. This study took a sample of Jakarta State University students who had bought Janji Jiwa coffee.

Data Collection Technique

This study has a data source consisting of primary data obtained from questionnaires with survey methods distributed online via Google Form, and secondary data obtained from theories, journal articles and several news portals.

RESULTS

Validity Test

The author looks at the extent to which the instrument can measure what should be measured by conducting a validity test. Instrument items are said to be valid if $r_{count} > r_{table}$. On the other hand, if $r_{count} < r_{table}$ the instrument item is invalid and will not be used in the final test. In this study, the minimum limit for rcount is 0.279

TABEL 1 VALIDITY TEST INSTRUMENT

Variabel	No. Item	r_{hitung}	r_{tabel}	Status
Promosi (P)	1	0,789	0,279	Valid
	2	0,810	0,279	Valid
	3	0,636	0,279	Valid
	4	0,826	0,279	Valid
	5	0,755	0,279	Valid
	6	0,846	0,279	Valid
	7	0,643	0,279	Valid
	8	0,872	0,279	Valid
Citra Merek (CM)	1	0,533	0,279	Valid
	2	0,709	0,279	Valid
	3	0,757	0,279	Valid
	4	0,641	0,279	Valid
	5	0,738	0,279	Valid
	6	0,819	0,279	Valid
Kesadaran Merek (KM)	1	0,680	0,279	Valid
	2	0,562	0,279	Valid
	3	0,669	0,279	Valid
	4	0,669	0,279	Valid
	5	0,714	0,279	Valid
	6	0,717	0,279	Valid
	7	0,697	0,279	Valid
	8	0,697	0,279	Valid
Keputusan Pembelian (KP)	1	0,616	0,279	Valid
	2	0,774	0,279	Valid
	3	0,549	0,279	Valid
	4	0,701	0,279	Valid
	5	0,779	0,279	Valid

6	0,727	0,279	Valid
7	0,746	0,279	Valid
8	0,907	0,279	Valid

Source: Data processed by researchers (2021)

Reliability Test

The reliability test is used to know the level of consistency and stability of the data that has been obtained (Sugiyono, 2019). In this study, researchers will use SPSS 22.0 software to test reliability and use the cronbach's alpha (α) technique.

TABEL 2 RELIABILITY TEST

Variabel	Cronbach Alpha
Promosi	0,939
Citra Merek	0,937
Kesadaran Merek	0,952
Keputusan Pembelian	0,937

Source: Data processed by researchers (2021)

The table above shows Cronbach's Alpha value for each variable above 0.6. In this case, the instrument in this study has a reliable reliability value.

Test Requirements Analysis

a. Normality Test

The purpose of the normality test is to determine whether the distribution of residual values is normal or not. In this study, the normality test used the Kolomogorov-Smirnov test with SPSS version 2. The data was normally distributed if it had a significance value greater than or equal to 0.05.

Tabel 3 Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		200
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	5.27265058
Most Extreme Differences	Absolute	.052
	Positive	.039
	Negative	-.052
Test Statistic		.052
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Sumber: Data diolah oleh Peneliti

b. Linearity Test

The purpose of the linearity test is to determine whether or not there is a linear relationship between the independent variable and the dependent variable. The variable relationship can be said to be linear if there is a significance value at linearity < 0.05 and it is said to be non-linear if the significance value is at linearity > 0.05.

TABLE 4 LINEARITY TEST

Variabel	Linearitas	Keterangan
Promosi (X1)	0,000	Linear
Citra Merek (X2)	0,000	Linear
Kesadaran Merek (X3)	0,000	Linear

Source: Data processed by researchers (2021)

Based on the table above, it is known that the value of the promotion variable is 0.000, brand image is 0.000 and brand awareness is 0.000. So it can be concluded that the three variables are linear to purchasing decisions.

Simple Linear Regression Equation

Tujuan dilakukan analisis regresi linier sederhana adalah untuk mengetahui hubungan linier antara satu variabel independen dengan satu variabel dependen. Untuk mengetahui hasil uji regresi linier sederhana, peneliti menggunakan SPSS versi 22.

TABEL 5 SIMPLE LINEAR REGRESSION EQUATION X1 TOWARD Y

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	11.381	1.962		5.801	.000
Promosi	.622	.055	.626	11.310	.000

a. Dependent Variable: Keputusan_Pembelian

Based on the table above, it is known that the constant (a) value is 11.381 while the value of the promotion variable (b/regression coefficient) is 0.622, so the regression equation can be obtained as follows:

$$\hat{Y} = 11{,}381 + 0{,}622X1$$

In this equation, the regression coefficient X1 is positive, indicating that every increase of one value in the X1 variable will result in an increase in the dependent variable of 0.622 with a constant of 11.381. The coefficient of X1 is positive, so it can be said that the direction of influence between the promotional variables (X1) on purchasing decisions (Y) is positive.

TABEL 6 SIMPLE LINEAR REGRESSION EQUATION X2 TOWARD Y

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-1.081	3.936		-.275	.784
Citra_Merek	1.109	.127	.528	8.739	.000

a. Dependent Variable: Keputusan_Pembelian

Based on the table above, it is known that the constant (a) value is -1.081 while the value of the promotion variable (b/regression coefficient) is 1.109, so the regression equation can be obtained as follows:

$$\hat{Y} = -1{,}081 + 1{,}109 X2$$

In this equation, the regression coefficient X2 is positive, indicating that every increase of one value in the X2 variable will result in an increase in the dependent variable of 1.109 with a constant of -1.081. The X2 coefficient is positive, so it can be said that the direction of influence between the brand image variables (X2) on purchasing decisions (Y) is positive.

TABEL 7 SIMPLE LINEAR REGRESSION EQUATION X3 TOWARD Y

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	17.298	4.210		4.109	.000
	Kesadaran_Merek	.391	.103	.260	3.781	.000

a. Dependent Variable: Keputusan_Pembelian

Based on the table above, it is known that the constant (a) value is 17.298 while the value of the brand awareness variable (b/regression coefficient) is 0.391, so the regression equation can be obtained as follows:

$$\hat{Y} = 17{,}298 + 0{,}391 X3$$

In this equation, the regression coefficient X3 is positive, indicating that every increase of one value in the X3 variable will result in an increase in the dependent variable of 0.391 with a constant of 17.298. The X3 coefficient is positive, so it can be said that the direction of influence between the brand awareness variable (X3) on purchasing decisions (Y) is positive.

Hypotheses Test

Partial Significance Test (T test)

The purpose of the partial significance test or t test is to determine the effect of the independent variables individually on the dependent variable.

TABEL 8 PARTIAL SIGNIFICANCE TEST (T TEST) X1 TOWARD Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.381	1.962		5.801	.000
	Promosi	.622	.055	.626	11.310	.000

a. Dependent Variable: Keputusan_Pembelian

Based on the results of the t-test test in the table above, it can be seen that the significance value is 0.000 and the promotion variable t_{count} (X1) is 11.310. While the value of t_{table} with an error level of 0.025 and (df = n-k-1) that is $200 - 1 - 1 = 198$ is 1.97. So that $t_{count} > t_{table}$, which is $11.310 > 1.97$ and with a significance limit of 0.05, then the value of the calculated probability of significance is $0.000 < 0.05$ with a positive direction of the coefficient. So it can be concluded that Ha is accepted or Promotion (X1) has a positive and significant effect on purchasing decisions (Y).

TABEL 9 PARTIAL SIGNIFICANCE TEST (T TEST) X2 TOWARD Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.081	3.936		-.275	.784
	Citra_Merek	1.109	.127	.528	8.739	.000

a. Dependent Variable: Keputusan_Pembelian

Based on the results of the t-test test in the table above, it can be seen that the significance value is 0.000 and the brand image variable t_{count} (X2) is 8.739. While the value of t_{table} with an error level of 0.025 and (df = n-k-1) that is $200 - 1 - 1 = 198$ is 1.97. So that $t_{count} > t_{table}$ that is equal to $8.739 > 1.97$ and with a significance limit of 0.05, then the value of the calculation of the significance probability is $0.000 < 0.05$ with a positive direction of the coefficient. So it can be concluded that Ha is accepted or brand image (X2) has a positive and significant effect on purchasing decisions (Y).

TABEL 10 PARTIAL SIGNIFICANCE TEST (T TEST) X3 TOWARD Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.298	4.210		4.109	.000
	Kesadaran _Merek	.391	.103	.260	3.781	.000

a. Dependent Variable: Keputusan_Pembelian

Based on the results of the t-test test in the table above, it can be seen that the significance value is 0.000 and the brand awareness variable t_{count} (X3) is 3.781. While the value of t_{table} with an error level of 0.025 and (df = n-k-1) that is $200 - 1 - 1 = 198$ is 1.97. So that $t_{count} > t_{table}$ which is $3.781 > 1.97$ and with a significance limit of 0.05, then the value of the calculation of the significance probability is $0.000 < 0.05$ with a positive direction of the coefficient. So it can be concluded that Ha is accepted or brand awareness (X3) has a positive and significant effect on purchasing decisions (Y).

Pearson Correlation Analysis

The purpose of the Pearson correlation analysis was to measure the close linear relationship between the variables X and Y. This analysis was carried out using SPSS version 22.

TABLE 11 PEARSON CORRELATION ANALYSIS X1 TOWARD Y

Correlations

		Promosi	Keputusan_Pe mbelian
Promosi	Pearson Correlation	1	.626**
	Sig. (2-tailed)		.000
	N	200	200
Keputusan_Pembelian	Pearson Correlation	.626**	1
	Sig. (2-tailed)	.000	
	N	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the calculation of the table above, it is known that the significance value of the X1 variable with Y is 0.000 <0.05. Then there is a correlation between the promotion variable (X1) and purchasing decisions (Y). While the correlation coefficient is 0.626. So it can be concluded that the X1 and Y variables have a strong and significant positive correlation.

TABEL 12 PEARSON CORRELATION ANALYSIS X2 TOWARD Y

Correlations

		Citra_Merek	Keputusan_Pembelian
Citra_Merek	Pearson Correlation	1	.528**
	Sig. (2-tailed)		.000
	N	200	200
Keputusan_Pembelian	Pearson Correlation	.528**	1
	Sig. (2-tailed)	.000	
	N	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the calculation of the table above, it can be seen that the significance value between the brand image variable (X2) and the purchase decision (Y) is 0.000 or < 0.05, so there is a correlation between the brand image variable (X2) and the purchase decision (Y). While the correlation coefficient between the variables X2 and Y is 0.528. So it can be concluded that the X2 and Y variables have a moderate and significant positive correlation.

TABEL 13 PEARSON CORRELATION ANALYSIS X3 TOWARD Y

Correlations

		Kesadaran_Merek	Keputusan_Pembelian
Kesadaran_Merek	Pearson Correlation	1	.260**
	Sig. (2-tailed)		.000
	N	200	200
Keputusan_Pembelian	Pearson Correlation	.260**	1
	Sig. (2-tailed)	.000	
	N	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the calculation of the table above, it can be seen that the significance value between the brand awareness variable (X3) and the purchase decision (Y) is 0.000 or < 0.05, so there is a correlation between the brand awareness variable (X3) and the purchase decision (Y). While the correlation coefficient between the variables X3 and Y is 0.260. So it can be concluded that the X3 and Y variables have a weak and significant positive correlation.

Coefficient of Determination

The purpose of calculating the coefficient of determination is to measure how much the model's ability to explain the variation of the dependent variable is.

TABLE 14 COEFFICIENT OF DETERMINATION (X1) TOWARD (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.626a	.392	.389	5.651

a. Predictors: (Constant), Promosi

Based on the table above, the coefficient of determination shown in the R.Square column is 0.392, which means that 39.2% of purchasing decisions are influenced by promotions, while the remaining 60.8% is influenced by other variables not included in this study.

TABLE 15 COEFFICIENT OF DETERMINATION (X2) TOWARD (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.528a	.278	.275	6.159

a. Predictors: (Constant), Citra_Merek

Based on the table above, the coefficient of determination shown in the R.Square column is 0.278, which means that 27.8% of purchasing decisions are influenced by brand image, while the remaining 72.2% is influenced by other variables not included in this study.

TABLE 16 COEFFICIENT OF DETERMINATION (X3) TOWARD (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.260a	.067	.063	7.001

a. Predictors: (Constant), Kesadaran_Merek

Based on the table above, the coefficient of determination shown in the R.Square column is 0.067, which means that 6.7% of purchasing decisions are influenced by brand awareness, while the remaining 93.3% are influenced by other variables not included in this study.

PEMBAHASAN

Influence of Promotion toward Purchase Decision

Based on the results of the tests that have been carried out, it can be seen that there is a positive and significant influence between the promotion variables on purchasing decisions in Jakarta State University students. This can be proven by looking at t_{count} of 11.310 > t_{table} of 1.97 with a significance probability value of 0.000 <0.05.

The results of this study are in accordance with research conducted by Aditi and Hermansyur (2018) and Saebani (2016). Based on the results of their research, it is known that there is a positive and significant influence on promotions on purchasing decisions. From the

results of this study, it can be concluded that promotion can influence a person's decision to buy.

Influence of Brand Image toward Purchase Decision

Based on the results of the tests that have been carried out, it can be seen that there is a positive and significant influence between the promotion variables on purchasing decisions in Jakarta State University students. This can be proven by looking at t_{count} of 8.739 > t_{table} of 1.97 with a significance probability value of 0.000 <0.05.

The results of this study are in accordance with the research conducted by Rosa Indah et al. (2020) and Sherlin (2017). Based on the results of their research, it is known that there is a positive and significant influence on brand image on purchasing decisions. From the results of this study, it can be concluded that brand image can influence a person's decision to buy.

Influence of Brand Awareness toward Purchase Decision

Based on the results of the tests that have been carried out, it can be seen that there is a positive and significant influence between the promotion variables on purchasing decisions in Jakarta State University students. This can be proven by looking at t_{count} of 3.781 > t_{table} of 1.97 with a significance probability value of 0.000 <0.05.

The results of this study are in accordance with research conducted by Cahyani and Endang (2016) and Mustakim (2019). Based on the results of their research, it is known that there is a positive and significant influence on brand awareness on purchasing decisions. From the results of this study, it can be concluded that brand awareness can influence a person's decision to buy.

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the data obtained and the analysis that has been described, it can be concluded that:

1. There is a positive and significant influence between promotions on the purchasing decision of Promise Jiwa coffee. If the promotion is carried out better, then the decision to purchase Promise Jiwa coffee will increase.
2. There is a positive and significant influence between brand image on the purchasing decision of Promise Jiwa coffee. If the company or product has a good image, the decision to purchase Promise Jiwa coffee will increase.
3. There is a positive and significant influence between brand awareness on the purchasing decision of Promise Jiwa coffee. If the public's awareness of the Promised Jiwa coffee product is high, the decision to purchase the Promised Jiwa coffee will increase.

Suggestions

Based on the lowest indicators in the promotion variable, brand image and brand awareness, namely lack of awareness of the brand, according to the researcher, the brand or brand of Promise Jiwa coffee should be disseminated more widely such as through advertising, social media and others so that more people are aware of the existence and Promise Jiwa product brand quality so that it can compete with other coffee brands that are above Promise Jiwa coffee.

DAFTAR PUSTAKA

Aaker, D. A., & Biel, A. L. (2013). *Brand Equity and Advertising: Advertising Role In Building Strong Brand*. Lawrence Erlbaum Associates, Inc.

Aditi, B., & Hermansyur, H. (2018). Pengaruh Atribut Produk, Kualitas Produk Dan Promosi, Terhadap Keputusan Pembelian Mobil Merek Honda Di Kota Medan. *Jurnal Ilmiah Manajemen Dan Bisnis*, *19*(1), 64–72. https://doi.org/10.30596/jimb.v19i1.1743

Aditya, L. M. (2021, April 3). Inilah 6 Merek Kopi dengan Gerai Terbanyak di Indonesia. *Good News*. https://www.goodnewsfromindonesia.id/2021/03/28/inilah-6-merek-kopi-dengan-gerai-terbanyak-di-indonesia

Anisa, D. F. (2019, April 3). Bawa Kopi Janji Jiwa Mendunia. *Berita Satu*. https://www.beritasatu.com/figur/592430/bawa-kopi-janji-jiwa-mendunia

Cahyani, K. I., Manajemen, J., Ekonomi, F., Semarang, U. N., & Artikel, I. (2016). Pengaruh Brand Awareness dan Brand Image terhadap Keputusan Pembelian. *Management Analysis Journal*, *5*(4), 281–288.

Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*. https://doi.org/10.1016/j.jretconser.2019.101966

Dahwilani, D. M. (2019, March). Data dan Fakta Tren Menjamurnya Kedai Kopi Kekinian di Indonesia. *INews.Id*. https://www.inews.id/travel/kuliner/data-dan-fakta-tren-menjamurnya-kedai-kopi-kekinian-di-indonesia

Dwijayanto, A. (2019). *Starbucks akan membuka 10 gerai lagi di kuartal IV-2019*. Kontan.Co.Id. https://industri.kontan.co.id/news/starbucks-akan-mebuka-10-gerai-lagi-di-kuartal-iv-2019

Halidi, R. (2020, April 3). Janji Jiwa Rilis Aplikasi Khusus, Ini Keuntungannya. *Suara.Com*. https://www.suara.com/lifestyle/2020/09/16/170932/janji-jiwa-rilis-aplikasi-khusus-ini-keuntungannya

Handoko, B. (2017). Pengaruh Promosi, Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Titipan Kilat JNE Medan. *Jurnal Ilmiah Manajemen Dan Bisnis*, *18*(1), 61–72. https://doi.org/10.30596/jimb.v18i1.1098

Jiwa Group. (2019). *Press Release - Janji Jiwa pecahkan rekor MURI*. Jiwa Group. https://www.lunarabrands.com/post/press-release-janji-jiwa-pecahkan-rekor-muri

Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip Pemasaran*. Erlangga.

Kotler, P., & Keller. (2012). Marketing Management 14th edition. In *Réforme, Humanisme, Renaissance* (Vol. 15, Issue 2). PT. Indeks Kelompok Gramedia.

Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (B. Sabran (ed.); 13th ed.). PT Gelora Aksara Pratama.

Kotler, P., & Keller, K. L. (2016). *Marketing Management Global Edition* (Vol. 15E). https://doi.org/10.1080/08911760903022556

Leksono, R. B., & Herwin, H. (2017). Pengaruh Harga Dan Promosi Grab Terhadap Brand Image Yang Mempengaruhi Keputusan Pembelian Konsumen Pengguna Transportasi Berbasis Online. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, *2*(3), 381–390. https://doi.org/10.36226/jrmb.v2i3.72

Mustakim, S. A. (2019). Analisis Pengaruh Word Of Mouth, Brand Awareness Dan Region Of Origin Terhadap Keputusan Pembelian Di Warung Lesehan Bebek Goreng Asli Gunung Kidul. *JBMP (Jurnal Bisnis, Manajemen Dan Perbankan)*, *5*(1), 20. https://doi.org/10.21070/jbmp.v5i1.1893

Nurochani, N., & Mulyana, D. (2017). Pengaruh Servicescape dan Citra Merek Terhadap Keputusan Pembelian (Studi pada Klinik Bersalin Bunga Mawarni Kota Banjar). *Jurnal Manajemen Pemasaran*, *11*(1), 11–15. https://doi.org/10.9744/pemasaran.11.1.11-15

Rangkuti, F. (2009). *Strategi promosi yang kreatif dan analisis. Kasus. Integrated marketing communication*. Gramedia Pustaka Utama.

Rosa Indah, D., Afalia, I., & Maulida, Z. (2020). Pengaruh Citra Merek, Kualitas Produk dan Harga terhadap Keputusan Pembelian Produk Hand and Body Lotion Vaseline (Studi Kasus pada Mahasiswa Universitas Samudra). *Jurnal Samudra Ekonomi Dan Bisnis*, *11*(1), 83–94. https://doi.org/10.33059/jseb.v11i1.1983

Saebani, M. (2016). Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Pada Pt. Batik Danar Hadi Surakarta. *Jkb*, *18*(X), 14–30.

Schiffman, L. G., & Kanuk, L. L. (2004). *Consumer Behavior*. United States of America Pearson Education, Inc.

Sherlin, I. (2017). Pengaruh Kualitas Produk Dan Citra Merk Terhadap Keputusan Pembelian Smartphone Samsung (Studi Pada Mahasiswa Stie Sakti Alam Kerinci). *Jurnal Benefita*, *2*(2), 141–149. https://doi.org/10.22216/jbe.v2i2.719

Sugianto, D. (2019). Hasil Riset: Kedai Kopi di RI Bertambah 2.000 Dalam 3 Tahun. *DetikFinance*. https://finance.detik.com/berita-ekonomi-bisnis/d-4826275/hasil-riset-kedai-kopi-di-ri-bertambah-2000-dalam-3-tahun

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. CV. Alfabeta.

Supriyadi, S., Wiyani, W., & Nugraha, G. I. K. (2017). Pengaruh Kualitas Produk Dan Brand Image Terhadap Keputusan Pembelian. *Jurnal Bisnis Dan Manajemen*, *4*(1), 74–85. https://doi.org/10.26905/jbm.v4i1.1714

Tarigan, M. (2021, April 3). Rayakan Hari Musik Nasional, Janji Jiwa Kolaborasi dengan JOOX. *Tempo*.

Tjiptono, F. (2005). *Pemasaran Jasa*. Bayu Media Publishing.

Tjiptono, F. (2008). *Strategi Pemasaran*.