



The influence of janji jiwa coffee's brand image on consumer purchase decisions: A consumer psychology approach in Pekanbaru

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ABSTRACT

The brand image significantly impacts customer purchasing decisions, especially within the competitive specialty coffee sector. Janji Jiwa Coffee has cultivated a robust market presence; nevertheless, few research have investigated the influence of its brand image on consumer behavior from a psychological standpoint. Comprehending these psychological variables might assist organizations in optimizing their branding strategy and augmenting client loyalty. This study examines the influence of Janji Jiwa Coffee's brand image on customer purchasing decisions in Pekanbaru, focusing on the roles of brand perception, brand trust, and emotional attachment in determining consumer preferences. Data were acquired from Janji Jiwa Coffee users using a quantitative technique via structured surveys. Statistical research was utilized to investigate the correlations between essential branding elements and purchasing decisions. The findings indicate that brand perception is the predominant influence, underscoring the significance of brand reputation and consistency. Brand trust profoundly affects purchasing intentions, underscoring the importance of ethical standards and product excellence in fostering loyalty. Furthermore, emotional attachment amplifies consumer involvement and fosters repeat purchases. The results underscore the necessity for strategic branding, trust-enhancing measures, and experiential marketing to bolster brand loyalty and influence customer choices.

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1. INTRODUCTION

In recent years, the coffee industry in Indonesia has experienced rapid growth, driven by the increasing coffee consumption culture among urban communities. This trend not only reflects lifestyle changes but also demonstrates how local brands can compete with global brands through product innovation and effective marketing strategies (Naeem & Abdul Sami, 2020). One of the most prominent brands in this industry is Janji Jiwa, which has successfully built a vast network and gained strong customer loyalty through its grab-and-go coffee concept. With a distinctive brand identity and strategic branding efforts, Janji Jiwa has become a key player in the local coffee industry (Li, 2023).

Consumer purchasing decisions are influenced not only by functional factors such as price and product quality but also by psychological factors related to brand perception (Sudirjo et al.,

2023). Brand image, as a representation of consumers' subjective perceptions of a brand, plays a crucial role in shaping consumer preferences and loyalty. From a consumer psychology perspective, brand image can create emotional and cognitive associations that significantly impact purchasing intentions and behavior (Shukla et al., 2023).

The brand image significantly influences customer purchase decisions in the coffee sector. It includes the perceptions, associations, and feelings that customers associate with a brand, which directly affect their purchase behavior (Aras & Rahman, 2023). Multiple studies have emphasized the importance of brand image in consumer decision-making, frequently alongside aspects such as trust, product quality, and marketing techniques. The increasing rivalry in the coffee market, especially among local and international brands, highlights the necessity of comprehending how brand image influences customer decisions and cultivates brand loyalty (Muttakin & Bustami, 2023).

Empirical research indicates that brand image substantially impacts consumer trust, which in turn drives purchasing decisions. Research on Sunyi, House of Coffee & Hope Jakarta indicates that a favorable brand image bolsters consumer trust, resulting in heightened purchase intentions (Yapputra et al., 2024). At Excelso Pakuwon Surabaya, brand image, in conjunction with product quality, emerged as a significant factor influencing customer purchases, as consumers link a robust brand image with dependability and lifestyle compatibility (Irwan & Wibowo, 2021). The findings indicate that consumers are more inclined to buy from coffee companies they regard as high-quality, reliable, and congruent with their personal beliefs.

In addition to trust and product quality, branding methods like green marketing have demonstrated the capacity to improve brand image and affect purchasing decisions (Simbolon et al., 2020). A study on Starbucks Coffee revealed that the brand's dedication to sustainability via green marketing initiatives enhanced its brand image and buy intention, resulting in heightened consumer preference (Afkarina et al., 2024). This underscores the increasing customer demand for brands that emphasize environmental and social responsibility, hence bolstering consumer loyalty (Komalasari et al., 2021).

The brand image significantly influences overarching consumer behavior patterns, including customer advocacy and lifestyle alignment. Investigations on Kapal Api Coffee indicate that a robust brand image significantly affects purchasing choices and fosters advocacy behavior, as content consumers are more inclined to endorse the brand to others (et al., 2024). Research on Excelso Coffee at Suncity Mall demonstrates that brand image corresponds with consumer lifestyles, enhancing the brand's attractiveness and increasing purchase rates (Nurwanto & Indayani, 2023). These findings underscore the significance of brand positioning in addressing customer preferences and enhancing brand-consumer relationships.

Furthermore, brand image frequently acts as a mediator between marketing initiatives and purchasing decisions. A study on Umah Lokal Coffee & Roastery revealed that brand image mediates the influence of social media and content marketing on purchase intentions, indicating that a robust brand image increases customer engagement and the probability of purchase (Agi et al., 2023). Research on Semangat Coffee indicates that electronic word-of-mouth (E-WOM) substantially impacts brand image, since favorable online reviews enhance consumer perceptions and boost foot traffic to coffee shops (Putra & Bramulya Ikhsan, 2023).

Although brand image is a crucial factor influencing customer purchasing behavior, it does not function independently. Additional aspects, such as pricing tactics, promotional initiatives, and product differentiation, are also vital. At Excelso Pakuwon Surabaya, brand image and product quality were primary determinants of customer purchases, whereas pricing had minimal impact on buying decisions, indicating that consumers favor perceived brand value above cost (Irwan & Wibowo, 2021). The use of green marketing tactics, shown by Starbucks, illustrates that environmental sustainability can bolster company image and augment consumer loyalty (Afkarina et al., 2024).

While numerous studies have examined the relationship between brand image and purchasing decisions, research specifically analyzing the role of brand image in the local coffee industry remains limited. Additionally, prior research has predominantly focused on global brands,

whereas empirical studies on local brands like Janji Jiwa, particularly in the context of Pekanbaru, are scarce.

This study aims to analyze the influence of Janji Jiwa's brand image on consumer purchasing decisions in Pekanbaru. Specifically, it seeks to identify the psychological factors that shape consumer perceptions of Janji Jiwa's brand image and how these factors influence their purchasing decisions. By employing a consumer psychology approach, this research is expected to provide deeper insights into the dynamics of consumer purchasing behavior within the local coffee industry. Furthermore, the findings can offer practical implications for business practitioners in designing more effective branding strategies.

This study contributes to the marketing and consumer psychology literature by addressing the research gap concerning brand image and purchasing decisions within the context of Indonesia's local coffee industry. Most previous studies have focused on traditional marketing factors without exploring the deeper psychological aspects that shape consumer behavior. Therefore, this research aims to provide a more comprehensive understanding of how brand image influences customer preferences and fosters brand loyalty, particularly in an increasingly competitive coffee industry. As a result, the findings will not only be relevant for academics and marketing practitioners but also for industry players seeking to develop a strong and sustainable brand identity.

2. RESEARCH METHOD

This study used a quantitative research methodology to investigate the impact of Janji Jiwa Coffee's brand image on consumer purchasing decisions from a consumer psychology standpoint in Pekanbaru. Data collection is performed via organized surveys utilizing a Likert-scale questionnaire that assesses variables including brand image, trust, emotional attachment, and purchase intention. The study used a cross-sectional approach, collecting data at a singular moment to assess customer feelings and actions.

Table 1. Variables and research indicators

Concept	Definition	Key Aspects	Reference
Brand Image	Brand image serves as the distinguishing factor between one brand and its competitors.	1. Uniqueness of name and logo 2. Attractive packaging 3. Pleasant taste 4. Reputation	Keller (2013)
Purchase Decision	A purchase decision results from the information processing process.	1. Problem recognition 2. Information search 3. Alternative evaluation 4. Purchase decision 5. Post-purchase behavior	Pech & Cameron (cited by Umbola et al., 2019); Kotler et al. (2015)
Emotional Attachment	The psychological bond between consumers and a brand, influencing loyalty and long-term engagement.	1. Personal connection with the brand 2. Positive memories and experiences 3. Brand as part of self-identity 4. Emotional satisfaction from product use	Thomson, MacInnis & Park (2005)

Source: data processing results, 2025

The study population comprises customers who have bought and consumed Janji Jiwa Coffee in Pekanbaru. Due to the brand's growing popularity, the target audience comprises those aged 18 to 40 years, as this group constitutes the principal buyers of modern coffee brands and lifestyle products. A non-probability purposive sampling method is employed to select participants who fulfil specific criteria: having purchased Janji Jiwa Coffee at least twice in the past three months, being active users of digital media platforms where Janji Jiwa promotes its brand, and residing in Pekanbaru, thereby ensuring relevance to the study's geographical focus.

A total of 250 responders are aimed for to guarantee adequate statistical power for analysis. The sample size is established according to previous studies and adheres to guidelines for multiple regression analysis, guaranteeing robust and dependable results. This methodological framework offers a systematic approach to examining the psychological effects of brand image on

customer purchasing decisions, yielding insights beneficial for both academic research and practical marketing initiatives.

3. RESULTS AND DISCUSSIONS

Demographic Profile of Respondents

The study surveyed 250 respondents who met the inclusion criteria for this research. The demographic characteristics, including gender, age group, and purchasing frequency, are summarized in Table 2.

Table 2. Demographic characteristics of respondents

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	80	32
	Female	170	68
Age Group	18 – 25 years	110	44
	26 – 35 years	90	36
	36 – 40 years	50	20
Purchase Frequency	1–2 times per month	85	34
	3–5 times per month	110	44
	More than 5 times per month	55	22

Source: data processing results, 2025

The demographic research indicates that a predominant 68% of respondents were female, suggesting a heightened involvement with Janji Jiwa Coffee among women. The predominant age demographic is 18 to 25 years old (44%), succeeded by the 26 to 35 years age group (36%), indicating that younger consumers constitute the primary market for the brand. Concerning purchase frequency, 66% of respondents acquire Janji Jiwa Coffee a minimum of three times monthly, indicating a significant degree of consumer connection and brand loyalty.

Statistical Analysis Outcomes

A multiple regression analysis was performed to assess the influence of brand image on customer purchasing decisions. The independent variables comprised brand impression, brand trust, and emotional connection, whereas the dependent variable was consumer purchase intention. The findings are displayed in Table 3.

Table 3. Outcomes of regression analysis

Independent Variable	Standardized Beta (β)	t-Value	p-Value
Brand Perception	0.42	5.67	0
Brand Trust	0.31	4.12	0.001
Emotional Attachment	0.29	3.88	0.002
R ²	0.64		
F-Statistic	38.57		p < 0.001

Source: data processing results, 2025

The regression analysis reveals that the model accounts for 64% of the variance ($R^2 = 0.64$) in consumer purchasing decisions, underscoring a robust predictive correlation between brand image and purchasing behavior. Among the independent variables, brand perception demonstrates the greatest impact on purchase decisions ($\beta = 0.42$, $p < 0.001$), indicating that customers' views of Janji Jiwa Coffee as a robust and esteemed brand substantially influence their buying behavior.

Brand trust significantly impacts customer behavior ($\beta = 0.31$, $p = 0.001$), suggesting that confidence in product quality, consistency, and ethical branding favorably affects purchasing decisions. Moreover, emotional attachment plays a substantial role ($\beta = 0.29$, $p = 0.002$), underscoring the idea that personal connection and brand affinity propel consumer loyalty and repeat purchases.

The F-statistic (38.57, $p < 0.001$) validates the model's overall importance, indicating that the collective influence of brand perception, brand trust, and emotional attachment strongly forecasts consumer purchase decisions. These findings corroborate prior research demonstrating

that a robust brand image cultivates consumer trust, amplifies emotional connections, and fortifies purchase intentions.

The results indicate that brand perception is the primary element affecting purchase decisions, corroborating current literature that emphasizes the significance of brand reputation, identity, and consistency in influencing consumer behavior. A robust and well-established brand perception fosters favorable associations in consumers' thoughts, resulting in heightened trust, loyalty, and repeat purchases (Chang, 2021). A brand that effectively sustains a unique and favorable identity cultivates robust consumer-brand relationships, increasing the likelihood of customer preference over competitors. This corresponds with prior research suggesting that a strong and distinct brand perception is crucial in customer decision-making, especially in competitive sectors like the specialty coffee market (Moenardy & Ximenes, 2023).

The robust correlation between brand trust and purchase intention highlights the necessity of upholding product quality, transparency, and ethical business practices (Y. Zhao et al., 2020). Consumers are becoming more aware of the integrity and authenticity of the companies they interact with, and their trust is primarily influenced by consistent product quality, favorable past experiences, and ethical corporate conduct (Gómez-Rico et al., 2023). When consumers view a brand as trustworthy and transparent, they are more likely to engage in repeat purchases and promote the brand among their peers. This discovery is especially pertinent to the coffee sector, where consumers frequently establish regular buying patterns rooted in their confidence in a brand's capacity to provide consistent flavor, service, and overall experience (Majeed et al., 2021).

The influence of emotional attachment on purchase behavior underscores the psychological and sentimental dimensions of branding. Consumers establish emotional bonds with companies that resonate with their personal values, ambitions, and experiences (Hafez, 2021). A brand's capacity to elicit good emotions—via nostalgic marketing, tailored customer experiences, or robust community involvement—significantly impacts consumer loyalty and advocacy (Sudaryanto et al., 2021). In the instance of Janji Jiwa Coffee, emotional attachment may arise from elements such as the brand's local identity, cultural significance, and social engagement initiatives, all of which enhance consumer ties. This discovery corresponds with the increasing trend of experiential marketing, wherein brands prioritize the establishment of significant interactions and immersive experiences to enhance consumer relationships (Hameed et al., 2021).

These findings offer significant insights for marketing professionals, especially within the specialty coffee sector, by highlighting the necessity to enhance brand perception, cultivate consumer trust, and develop emotional connections through proficient branding and communication tactics (Beig & Nika, 2022). Businesses must prioritize the preservation of a coherent and favorable brand image by offering superior products, implementing transparent business processes, and crafting compelling narratives that connect with their target demographic (Joshi & Garg, 2021). Moreover, utilizing social media and digital marketing platforms can improve brand perception by facilitating deeper engagement, solving consumer issues, and reinforcing brand principles (J. Zhao et al., 2022).

Furthermore, to leverage the influence of emotional connection, organizations ought to investigate marketing tactics that engage with cultural narratives, foster community involvement, and provide individualized consumer experiences. Implementing brand-centric social initiatives, loyalty programs, and unique customer interaction activities can enhance the emotional connections between the business and its consumers (Rao et al., 2021). By doing so, coffee brands such as Janji Jiwa can distinguish themselves in the marketplace, foster enduring customer relationships, and promote sustained brand success.

In summary, brand image acts as a significant catalyst for customer purchasing behavior in the coffee sector, affecting trust, advocacy, and loyalty. By employing effective branding strategies, such as quality assurance, lifestyle alignment, sustainable marketing, and digital engagement, coffee firms can improve their market position and cultivate enduring customer relationships. Comprehending these factors is crucial for both local and global coffee firms seeking to maintain their competitive edge in a progressively volatile market.

4. CONCLUSION

The study's findings indicate that brand perception is the predominant element influencing customer purchase decisions, underscoring the importance of brand reputation, identity, and consistency in determining consumer behavior. A robust brand perception cultivates trust and loyalty, resulting in heightened consumer preference and repeat transactions. The study establishes a robust correlation between brand trust and purchase intention, highlighting that customers value product quality, reliability, and ethical business practices in their purchasing decisions. A brand's capacity to uphold transparency and continuously provide high-quality items is essential for sustaining consumer trust.

Furthermore, emotional attachment serves as a pivotal factor influencing consumer behavior, emphasizing the significance of experiential marketing and brand engagement. Consumers often establish profound relationships with companies that align with their personal values and experiences, rendering emotional branding a crucial technique for cultivating enduring loyalty. These findings offer significant insights for marketing professionals in the specialty coffee sector, indicating that enterprises should prioritize enhancing brand perception, cultivating consumer trust, and nurturing emotional connections via strategic branding, digital marketing, and tailored customer engagement. By effectively utilizing these factors, coffee businesses such as Janji Jiwa may improve their market standing, foster deeper consumer relationships, and promote sustainable business growth.

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