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The Influence Of Taste, Brand Image And Price On Decisions Purchase Consumer About Coffee Sugar Aren At The Memorable Coffee Store In Medan

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Abstract

Coffee consumption has become popular among the public. This is easily seen in the emergence of many contemporary coffee shops. Kopi Kenangan is one of the most well-known coffee shops in Indonesia. Its signature menu is palm sugar coffee with milk, a mixture of fresh milk and palm sugar. Dubbed "modern coffee," its main menu and best-seller is Kopi Kenangan, a former palm sugar coffee. This study aims to evaluate the influence of palm sugar coffee flavor, brand image , and price on purchasing decisions at Kopi Kenangan outlets in Medan. The research population included consumers who had already made purchases at the company. The sample size of 100 consumers was determined using the Lemeshow calculation approach with a 5% error rate. The sampling technique was accidental sampling , which means anyone buyers met and fulfill research criteria. Findings The study found that the variables of palm sugar coffee flavor, brand image , and price influenced purchasing decisions at the Kenangan Coffee Shop in Medan. Simultaneously, these three variables were shown to have a significant impact on consumer purchasing decisions at the company.

Key words: Ambition Flavor, Brand Image , Price, Decision Purchase.

INTRODUCTION

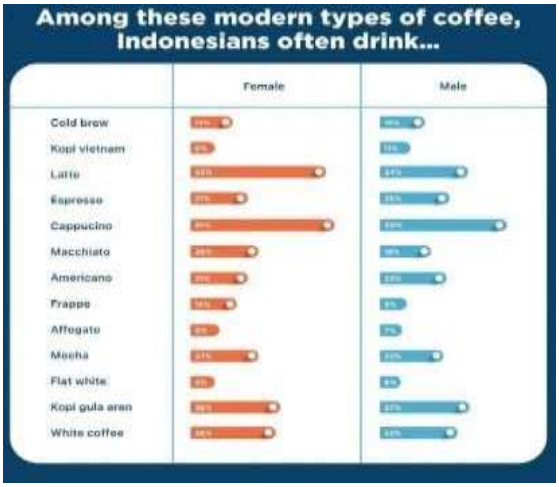
Coffee consumption has become increasingly popular, a trend readily apparent in the proliferation of trendy coffee shops. This already become daily routine In 2023,

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research was conducted to observe coffee consumption trends from a sample of 4,538 respondents. 79% of Indonesians are daily coffee drinkers (Snapcrat, 2023).

This shift in coffee drinking trends presents an opportunity for coffee shops. Each coffee shop offers special menus and a variety of flavors. Recently, one coffee flavor has become a staple and a frequent favorite among coffee lovers: palm sugar milk coffee. The introduction of coffee milk mixed with palm sugar began in 2015, almost 10 years



ago. Despite its long history in Indonesia, coffee milk with palm sugar remains popular.

Figure 1. Data on the Number of Most Preferred Coffee Flavors
Source : Snapcart, October 2024

From the image above, it can be seen that the taste of Palm Sugar Coffee is enjoyed by 37% of men and 38% of women. Although the taste of palm sugar coffee milk is a favorite menu, it is still in third place, not surpassing cappuccino coffee in first place and latte coffee which is still in second place. In Indonesia itself, one of the coffee shops that serves palm sugar coffee is Kopi Kenangan, a business brand founded by Edward Tirtanata, James Prananto, and Cynthia Chaerunnisa. The company's flagship product is the "Kopi Kenangan Mantan" variant, a coffee milk drink combined with palm sugar, using mixture coffee And fresh milk. Nicknamed with "coffee contemporary" whose main menu and best seller is coffee with palm sugar memories.

However Problems Ambition Flavor Sugar sugar palm in Coffee Memory taken From several data via the lemon8 site, there are still many customer comments saying that coffee milk sugar sugar palm in coffee memory inequality in presentation. Taste palm sugar more Lots so that flavor coffee No more strong And too runny. Customer

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comments Which No always fulfil hope consumer or inequality in the quality of coffee served can result in decreased purchases for customers and can damage the brand image of Kopi Kenangan.

Apart from taste *, brand image* plays a big role in influencing purchasing decisions. consumers. *Brand* Which successfully built and maintain *Image* positive can create competitive advantage,

Nama Brand	2021	2022	2023	2024	2025
janji jiwa	39.50	38.30	39.50	44.80	42.30
kopi kenangan	-	42.60	-	39.00	39.30
fore	6.40	6.50	7.50	6.90	9.50
KULO	12.40	10.20	6.30	5.40	3.70

Picture 2, *Top* Shop *Brand* Coffee in Indonesia
Source: Top Brand Award, 2025 (www.topbrand-award.com)

Based on the information above, it is revealed that Kopi Kenangan is able to compete effectively with various other local coffee shops, as indicated by with its position in second place among a large number of coffee shops local spread across Indonesia. In addition, the percentage difference also classified as thin in comparison with Coffee Promise The soul that occupy position First. However, in 2022, Kopi Kenangan's percentage was actually higher than Janji Jiwa's, but declined in 2024. This indicates the importance of *brand image* for companies like what Rose & said Nofiyanti, 2020 Anastasia as follows: " *Brand image* is one of the aspects that determines whether a brand will be purchased. A brand with a positive image in the minds of consumers is more likely to be purchased by consumers.

Price also plays a significant role in determining customer purchasing decisions. If the purchase price is too high, many target markets will be unable to afford the product offered. If it is too low, businesses will also struggle to make a profit (Lidya Yuvita Priharsari, 2023). Kopi Kenangan must set competitive prices compared to other brands. To set prices, Kopi Kenangan takes into account the costs of raw materials, production processes, customer service, and quality assurance. The pricing issue at Kopi Kenangan is that the selling price of the product is sometimes considered high by some buyers. This condition results in buyers being disinterested in Kopi Kenangan because there are still those selling palm sugar milk coffee at a lower price than Kopi Kenangan.

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Identification Problem in study This is: The taste of Kopi Kenangan's palm sugar hasn't lived up to expectations, or there's been a difference in the quality of the coffee served. Some customers have reported negative experiences, such as the palm sugar being too sweet or too watery. Kopi Kenangan's established brand image is quite competitive, but many other brands are also... coffee local which carries the concept that similar. If not there is differentiation Which strong compared to competitors (Promise Soul, Fore And Kulo) Kopi Kenangan will appear generic and lack any uniqueness or distinct identity. The price offered by Kopi Kenangan is considered inappropriate for its quality, some say. consumer feel price coffee No comparable with ideals flavor and the quality of its raw materials. This is especially true when compared to other local brands offering lower prices. Customer purchasing decisions for Kopi Kenangan have declined. Many factors could be contributing to this decline, meaning Kopi Kenangan still lacks the edge over local brand Janji Jiwa.

There is problem Which formulated on study This is : How Does It Affect Ambition Flavor Coffee Sugar Sugar palm to Decision Purchase at the Kenangan Coffee Shop in Medan City. How influence Influence *Brand Image* to Decision Purchase at the Kenangan Coffee Shop in Medan City. How to influence Influence Price to Decision Purchase on Kenangan Coffee Shop in Medan City. How Influence Ambition Flavor Coffee Sugar Sugar palm, *Brand Image* And Prices on Purchasing Decisions at Kenangan Coffee Outlets in Medan City

As for target he did study This is : In order to identify And do analysis whether Ambition Coffee Flavor Sugar Aren on Purchasing Decisions at Kopi Kenangan Outlets in Medan City. To identify and analyze whether *Brand Image* has an impact on Purchasing Decisions at Kopi Kenangan Outlets in Medan City. To identify And do analysis whether Price to Purchasing Decisions at Kopi Kenangan Outlets in Medan City. In order to identify and conduct an analysis of whether the taste of coffee and sugar is Sugar Palm, *Brand Image* and Price on Purchasing Decisions at Kopi Kenangan Outlets in Medan City.

REVIEW LIBRARY

Understanding Ambition Flavor

According to ML Polster (2017:78), taste is not a static phenomenon, but rather dynamic and influenced by many factors, including culture, personal experience, and an individual's physiological condition. According to Andrewn Winscott Suherman and Charly Hongdiyanto in a journal article (2020:233-241), the indicators of taste are:

1. Appearance : Harmony form, color And appearance

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2. Smell (aroma) : Aroma Which typical
3. Flavor : Sensation flavor Which recognized tongue temperature : Temperature Which appropriate And maintain the sensation flavor Which optimal

Understanding Price

According to Kolter and Armstrong, as quoted by Musfar (2020:75), price is the amount of money a buyer pays to obtain the function or utility of a good or service. According to Tjiptono (2020:150), price indicators are:

1. *Affordability* : as far as where price in accordance ability consumer to purchase products
2. *Price-quality match* : perception that price reflect quality and the quality of the products offered
3. *Price-benefit confluence* : harmony price to function
4. *Price competitiveness* : Power competition price

Understanding *Brand Image*

Brand image *is* the public's view of a specific product brand created through data obtained by buyers from direct or indirect experiences by listening, observing, or studying. Firmansyah (2019) states that brand image is a view that arises in people's minds when they think of a brand from a series of specific products. Aaker & Biel (in Keller & Swaminathan, 2020: 239), *Brand image* has three indicators, namely:

1. Image Company : perception consumer related reputation And credibility
2. Image User : image users from aspect lifestyle habits, social status, and personality
3. Image Product : perception about benefit, utility And warranty product

Understanding Decision Purchase

Opinion Sawlani (2021:55), Decision purchase is a phase from the entire series of psychological stages and physical activities that take place in purchasing activities over a specific time period and period, as well as to fulfill specific needs, meaning the sequence of steps taken by consumers. According to Assauri (2017:210), he describes four parameters of purchasing decisions, namely:

1. Election product/brand
2. Time purchase
3. Place purchase

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4. Frequency

Theory Influence between Variable

Influence Ambition Flavor To Decision Purchase

The link between taste and purchasing decisions is that food taste can influence consumers' purchasing decisions. When a food product has a taste that aligns with a buyer's preferences, this can increase their likelihood of purchasing the product. Taste can create a positive experience during consumption. consumers consume food, and this can impact future purchasing decisions. However, there are other factors such as price, brand, promotion, and product availability that also play an important role in purchasing decisions, so that taste is only one aspect of many aspects that buyers consider when they make a choice. This statement is in line with the statement of Kotler & Keller (2016:125), Taste is included in the product attributes that are part of Product quality. They explain that when consumer evaluate a product food And drinks, taste become factor the main factor that influences quality perception, thus having a direct impact on purchasing decisions.

Influence *Brand Image* To Decision Purchase

Brand image *reflects* the overall perception of a brand and is built through information and previous experiences with that brand. A brand with a good reputation and consumer *image* increases the likelihood of a purchase. A stronger brand image will undoubtedly optimize consumer purchasing decisions. This demonstrates that consumers naturally prefer products from well-known brands with a strong reputation. Ultimately, people are confident in determining their purchasing choices. The research results are supported by Kotler & Keller (2016:274), who explain that *brand image* is a customer's view of a brand stored in their memory. Brand image forms associations that influence beliefs, attitudes, and ultimately purchasing decisions.

Influence Price To Decision Purchase

Determining the selling price is a crucial aspect to consider because price is a key factor in the sale of a product. Price can generate a purchase, so careful pricing is crucial. It can be a factor for customers to consider when making a purchase decision. According to Kotler and Armstrong (2018:324), price is a crucial aspect that influences customers' perceptions of value for a product or service. When customers perceive the value offered as commensurate with the benefits they receive, the resulting level of satisfaction is high.

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consumer will increase. With Thus, pricing can create a positive perception of value, so that consumers feel satisfied with their purchasing decisions and tend to make repeat purchases.

Framework Conceptual

Following there is description draft on research This Which illustrate correlation between independent and dependent constructs:

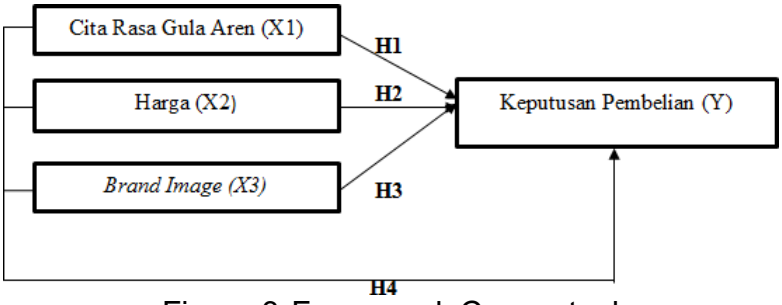


Figure 3 Framework Conceptual

Hypothesis Study

H1 :Cita Flavor Sugar Sugar palm influential positive And significant to on Purchasing Decisions at the Kopi Kenangan Outlet in Medan City.

H2 : Price influential positive And significant to to Decision Purchase at the Kenangan Coffee Shop in Medan City.

H3 : *Brand Image* influential positive And significant to to Purchase Decision at the Kenangan Coffee Outlet in Medan City.

H4 : Ambition Flavor Sugar Sugar palm, Price DNA *Brand Image* , influential positive And significant impact on purchasing decisions at the Kopi Kenangan outlet in Medan City.

METHOD STUDY

Place And Time Study

This research will be conducted at the Kenangan Coffee Shop in Medan, from May 2025 to February 2026.

Method Study

This research method is based on quantitative studies. Santoso (2021:288) explains that quantitative studies are research based on numerical data that can be

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calculated to obtain interpretable results. The research used is descriptive *explanatory.* In this study, a quantitative descriptive study approach is applied, which utilizes relationships to find implications between one variable and another.

Population and Sample Study

In the opinion of Qamar and Rezah (2020:140), population is a series of objects research that is intended to be observed in a research. However, due to the potential population being too large, as a result a method is needed so that Not all populations are observed using sampling techniques. According to Santoso (2021:174), a sample is a representative or member of the population being studied. Because the population size is not identified, the sampling technique used is Lemeshow. The Lemeshow formula is used to determine the sample size in the population. which are not identified with certainty. The sampling technique used is *accidental sampling* , namely respondents are randomly determined as research samples.

$$n = \frac{Z^2.\ P.\ (1-P)}{d^2}$$

Keterangan :
n = jumlah sampel
z = skor z pada kepercayaan 90%=1,96
p = estimasi maksimum
d = tingkat kesalahan

Referring to on formula Lemeshow determination magnitude sample on the highest estimate is 50% and the error rate is 10%.

$$= \frac{1{,}96^2.\ 0{,}5\ (1-0{,}5)}{0{,}1^2} = \frac{3{,}8416\ .\ 0{,}5\ .\ 0{,}5}{0{,}01} \quad \frac{0{,}9604}{0{,}01} = 96$$

In study This researchers set magnitude sample Which used namely a total of 100 respondents from visitors to the Kenangan Coffee Shop in Medan City.

Type And Source Data

According to Yusuf and Daris (2019:7), data type means classifying information according to specific standards, such as source and data collection method. Data type will significantly influence the data processing method used. This type of research is a quantitative approach. Meanwhile, the research technique is an in-depth study and

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requires careful attention to all aspects of reality. Sholihin (2020:26) argues that there are two data sources:

Data Primary

Primary data is information obtained directly by researchers for their research purposes. Primary data can be obtained through various methods, such as interviews, observations, surveys, experiments, or direct assessments of the study object.

Data Secondary

Secondary data is an indirect source collected by researchers by utilizing data that has been obtained, compiled, and interpreted by other parties, including databases, literature review articles, and others.

Definition Operational Variables Study

The operational definition of a variable is the characteristics or traits or measurements of people, objects or activities that have special diversity that researchers choose to study and then draw conclusions from.

Table 1. Definition Operational dang Measurement Variables

Variables	Definition	Indicator	Measurement n
Ambition Flavor (X1)	Promotional appeal is a series of information about a product that utilizes various methods to attract the interest of potential consumers, its capacity to evoke a positive emotional response from customers (Suheri et al. (2022)	1. appearance 2. aroma 3. flavor 4. temperature, Winscott & Charly (2020)	Scale *Likert*
Price (X2)	Price is the amount of funds which must be paid by customers to obtain the goods or services they purchase to meet their needs as well as his wish. (Abubakar, 2021)	1. Affordability 2. Power Competitive 3. Compliance with benefit 4. Request Market (Kotler & Armstrong, (2018)	Scale *Likert*

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Brand Image (X3)	*Brand image* is a thought or image that arises in people's minds regarding a brand from a specific product line (Firmansyah) (2019)	*1.* Association Brand *2. Brand* Awareness 3. Perception of Quality 4. Loyalty Brand 5. Brand Personality Keller 2020	Scale *Likert*
Purchase Decision (Y)	Purchasing decisions are the final stage of a problem that goes through several stages such as analyzing, searching for information so that consumers... will decide to purchase products that meet consumer needs and can create satisfaction. (Karin and Sari, 2023)	1. Identify needs 2. Information Search 3. Measurement of choice 4. Determination buying options 5. Action post purchase (Kotler, (2019)	*Likert* Scale

Test Quality Data

According to Santoso (2021:290) states that validity testing aims to assess the validity of a questionnaire. Furthermore, significance assessment is carried out using the r table at a significance level of 0.05 through a two-tailed test .

1. If results positive r_{count} > r item $_{table}$ capable called valid.
2. If results r_{count} <gu r_{table} items capable called No valid.

According to Santoso (2021:291), the aim of reliability testing is to assess A questionnaire is useful as a variable measuring instrument. To determine whether the instrument is reliable or not, a threshold of 0.6 is used.

Model Study

Analysis Descriptive

According to Sugiyono (2019:41), descriptive statistics are used as an analytical technique related to presenting and collecting data and the analysis results obtained, ultimately providing useful data for this study. These statistics are also capable of

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displaying information about the data in the form of tables, charts, and graphs, presented systematically and concisely.

Analysis Regression Linear Multiple

Priyatno's opinion (2018:107), Multiple regression analysis is used to identify whether or not there is a significant impact individually or simultaneously between two or more independent constructs on one dependent variable."

Y = a + b1X1 + b2X2+ b3X3

Information :

Y = Decision Purchase (dependent variable) X1 = Product Innovation (independent variable)

X2 = Relationship Marketing (independent variable) X3 = Experiential Marketing (independent variable)

a = Constant

b = Coefficient regression

Technique Analysis Data

Test Assumptions Classic

Test Normality

According to Sunyoto (2018:130), the normality test will measure the independent construct and dependent variable data in the regression equation. the resulting data is normally distributed or not normally distributed.

Kolmogorov-Smirnov test: If sig. ≤ 0.05, the data is not normally distributed. If the significance value is > 0.05, it means there is a normal distribution.

Diagram histogram as well as normal probability plot, according to Ghozali (2016:154), One of the simplest methods for assessing residual normality is to observe a bar chart that compares the observed data with a distribution that approximates a normal pattern. A normal distribution will form a single, linear diagonal line, and the residual data plot will align with this diagonal line.

Test Multicollinearity

According to Sunyoto (2018:116), multicollinearity testing is used to determine whether or not there is a perfect or nearly perfect relationship. Common testing techniques include observing *the Variance Inflation Factor* (VIF) and Tolerance results in a regression model.

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Test Heteroscedasticity

heteroscedasticity testing indicates the inequality of variable variance across all observations. In heteroscedasticity conditions , the errors that appear are random, but display a structured pattern in line with the size of one or more independent constructs. There are several methods to identify the presence or absence of heteroscedasticity, namely through Scatterplot graphs and Glejser tests. The criteria in the Glejser test are: if the significance value is > 0.05, there is no heteroscedasticity, and if significance value < 0.05 then there is heteroscedasticity.

Coefficient Determination (Adjusted R2)

According to Kesumawati, et al (2017:109), if the correlation coefficient is raised to the power of two, it changes into a coefficient of determination, which means the change factor in the dependent variable that comes from the independent variable, is the square of the correlation coefficient.

Test Hypothesis Study

Testing Hypothesis In a way Simultan (F-test)

According to Arvianti and Anggrasari (2018:101), the F test or simultaneous test is a temporary assumption used to test the regression model coefficients simultaneously on the standard hypothesis decision in this F test, namely: H0 is accepted if F count < F table, Hα is accepted if F count > F table

Testing Hypothesis In a way Partial (T-test)

Priyatno's opinion (2018:121), the t-test is used to determine whether the independent variable has a significant influence or not on the dependent construct. The testing process using a significance level of 0.05 with two-tailed testing side. The assessment criteria are that Hα is accepted if: thitung > t tabel

DISCUSSION RESULTS STUDY

Validity And Reliability

Following is findings inspection validity and its reliability:

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Table 2. Results Test Validity Study

Variables	Statement	r count	R table	Information
Taste (X 1)	1.	0.601	0.1966	Valid
	2.	0.551		
	3.	0.607		
	4.	0.640		
	5.	0.597		
	6.	0.613		
	7.	0.592		
	8.	0.584		
Brand Image (X 2)	1	0.509	0.1966	Valid
	2	0.307		
	3	0.434		
	4	0.470		
	5	0.456		
	6	0.485		
	7	0.213		
	8	0.438		
	9	0.301		
	10	0.263		
Price (X 3)	1	0.347	0.1966	Valid
	2	0.414		
	3	0.308		
	4	0.358		
	5	0.490		
	6	0.402		
Buying decision (Y)	1	0.488	0.1966	Valid
	2	0.529		
	3	0.307		
	4	0.624		
	5	0.391		
	6	0.386		
	7	0.379		

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8	0.336	
9	0.349	
10	0.368	

Source : Results Study, 2026 (Data processed)

Based on on table Which served, identified that all variable statements have been proven valid because they produce a calculated r value > r table .

Table 3. Test Results Reliability Study

Variabel	Cronbach's Alpha	N of Items	Keterangan
Cita Rasa (X_1)	0.856	8	Reliabel
Brand Image (X_2)	0.898	10	Reliabel
Harga (X_3)	0.725	6	Reliabel
Keputusan Pembelian (Y)	0.756	10	Reliabel

Sumber : Hasil Penelitian, 2026 (Data diolah)

Based on the table presented, it was identified that all variable statements have been proven to be reliable because they produced a Cronbach's alpha figure > 0.6.

Statistics Descriptive

Following This findings statistical test descriptive :

Table 4. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Cita Rasa	100	20	40	32.13	4.892
Brand Image	100	15	30	25.08	3.177
Harga	100	11	26	16.72	2.594
Keputusan Pembelian	100	25	50	41.05	4.810
Valid N (listwise)	100				

Sumber : Hasil Penelitian, 2024 (Data diolah)

From the table, it can be seen that Taste has a value range between 20 and 40, with an average of 32.13. Meanwhile, Brand Image has a value range between 15 and 30, with an average of 25.08. Price has a value range between 11 - 26, there is an average of 16.72. Furthermore, the Purchasing Decision has a range of results. between 25 - 50, on average 41.05.

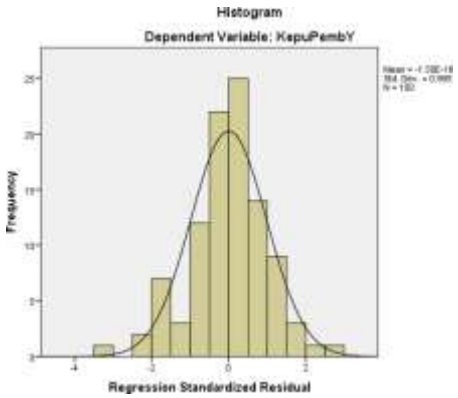
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Results Test Assumptions Classic

Test Normality

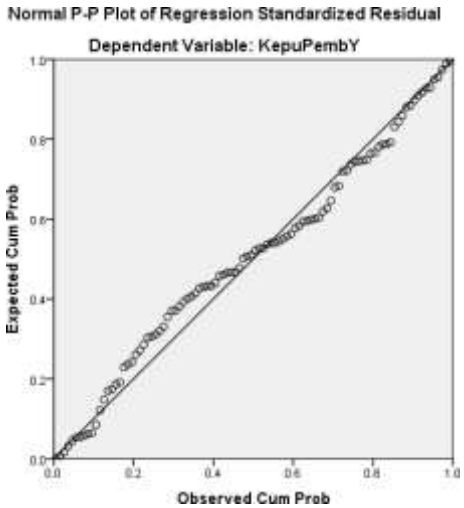
There are two methods in order to identify whether residual there is distribution normal or No namely through analysis chart And statistics.



Picture 4. Chart Histogram

Source : Results Study, 2026 (Data processed)

The illustration shows a bell-shaped pattern, with no skewing to the left or right. This indicates that the data has a normal distribution and adequate normality.



1) Figure 5.Graph *Normal Probability Plot of Regression*

Source : Results Study, 2026 (Data processed)

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Based on the illustration, it appears that the data points are spread out along the diagonal line and conform to the line's pattern. This means that the residuals of the regression model are approximately normally distributed.

Table 5. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.40271858
Most Extreme Differences	Absolute	.045
	Positif	.032
	Negatif	-.045
Kolmogorov-Smirnoc Z		.452
Asymp. Sig. (2-tailed)		.987[c,d]

a. Test distribution is Normal.
b. Calculated from data.
Sumber : Hasil Penelitian, 2026 (Data diolah)

Based on the table presented, the test findings show that the significance figure obtained exceeds 0.5, namely 0.987. Therefore, it can be concluded that the data tends to be normally distributed .

Test Multicollinearity

Test multicollinearity Can observed on table following This :

Table 6. Results Test Multicollinearity (VIF Test)

Coefficients[a]

Model	Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	11.859	3.024		3.922	.000		
CitaRasa	.363	.081	.370	4.488	.000	.768	1.302
BrandImage	.414	.115	.308	3.593	.001	.711	1.407
Harga	.421	.149	.227	2.820	.006	.805	1.243

a. Dependent Variable: KeputusanPem
Sumber : Hasil Penelitian, 2026 (Data diolah)

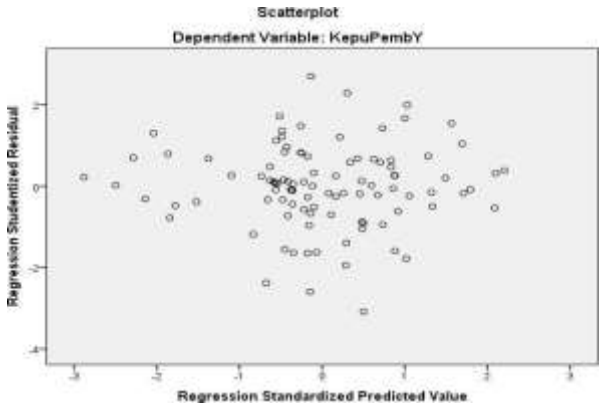
Based on the table presented, it was identified that for each construct there were *tolerance results* > 0.1 with VIF results < 10. As a result, no multicollinearity problems were identified in this research.

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Test Heteroscedasticity

Following this is testing heteroscedasticity in a way chart can be seen in the image below:



Picture 6. Chart *Scatterplot*

Source : Results Study, 2026 (Data processed)

Based on the scatterplot diagram displayed, it is observed that the points are randomly distributed and do not form a specific, clear pattern, and are distributed both above and below the zero value on the Y axis. This condition indicates that there is no heteroscedasticity in the regression, as a result the model is suitable for use in estimating performance based on the input of the independent variables. The heteroscedasticity test can be observed in the following table:

Table 7. Results Test Glacier (Heteroscedasticity) Coefficients [a]

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
,	(Constant)	4.047	1.734		2.334	.022		
	CitaRasa	-.068	.046	-.168	-1.465	.146	.768	1.302
	BrandImage	.072	.066	.131	1.095	.276	.711	1.407
	Harga	-.056	.086	-.074	-.656	.513	.805	1.243

a. Dependent Variable: Absut

Sumber : Hasil Penelitian, 2026 (Data diolah)

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Based on the table presented, it was identified that the level of significance of each construct beyond 0.5. Based on calculations and levels significance mentioned as the result found there is heteroscedasticity.

RESULTS ANALYSIS DATA STUDY

Model Study

Findings inspection analysis regression multiple linear Can observed in the following table:

Table 8. Results test Coefficient Regression Multiple Coefficients [a]

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.859	3.024		3.922	.000		
	CitaRasa	.363	.081	.370	4.488	.000	.768	1.302
	BrandImage	.414	.115	.308	3.593	.001	.711	1.407
	Harga	.421	.149	.227	2.820	.006	.805	1.243

a. Dependent Variable: KeputusanPem

Sumber : Hasil Penelitian, 2026 (Data diolah)

Based on on equality on, so :

1. Constant (a) = 11.859. The meaning is that if the independent construct is Taste (X 1), *Brand Image* (X 2), And *Price* (X 3) there is mark 0 then the decision Purchase (Y) is a number of 11,859.
2. If happen increase on flavor, so decision purchase will increase by 36.3%.
3. If happen increase on image brand, so decision purchases will increase by 41.4%.
4. If happen increase on price, so decision purchase will decreased by 42.1%.

Coefficient Determination (R^2)

Findings inspection coefficient determination Can observed on table following :

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Table 10. Coefficient Determination

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.707[a]	.500	.484	3.455	2.021

a. Predictors: (Constant), Harga, CitaRasa, BrandImage
b. Dependent Variable: KeputusanPem
Sumber : Hasil Penelitian, 2026 (Data diolah)

Adj. Square coefficient of determination is 0.484. This indicates that the variables Taste (X1), Brand Image (X2), and Price (X3) together explain approximately 50.0% of the variation in Purchasing Decision (Y). Meanwhile, approximately 50.0% the remainder is an intervention of other factors not included in this study.

Testing Hypothesis In a way Simultaneously (F-Test)

Findings inspection hypothesis with simultaneously Can observed on the following table :

Table 11. Simultaneous Hypothesis Testing

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1144.479	3	381.493	31.950	.000[b]
	Residual	1146.271	96	11.940		
	Total	2290.750	99			

a. Dependent Variable: KeputusanPem
b. Predictors: (Constant), Harga, CitaRasa, BrandImage
Sumber : Hasil Penelitian, 2026 (Data diolah)

Referring to the table presented, it can be observed that the Ftable value is (2.66) and the significance level is α = 5% (0.05), while the Fcount is (31.950) and sig.a (0.000a). This condition indicates that the research findings acknowledge Ha and H0 is rejected. The comparison between Fcount and Ftable is able to show that simultaneously Taste , Brand Image and Price have a constructive and meaningful impact on Purchasing Decisions.

Testing Hypothesis In a way Partial (t-test)

Findings inspection hypothesis with partial Can observed on table following:

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Table 12. Test Results

B. Partial Coeffients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
,	(Constant)	11.859	3.024		3.922	.000		
	CitaRasa	.363	.081	.370	4.488	.000	.768	1.302
	BrandImage	.414	.115	.308	3.593	.001	.711	1.407
	Harga	.421	.149	.227	2.820	.006	.805	1.243

a. Dependent Variable: KeputusanPem

Sumber : Hasil Penelitian 2026, (Data Diolah)

Based on on table Which served, observed that :

1. From results test, number For variables Ambition Flavor (X1) a number of 4.488, which exceeds the table (1.966) at a significance level of 0.05. This statement indicates that there are constructive and meaningful implications with individuals on Taste towards Purchasing Decisions.
2. Output testing shows the calculated number on variables Image Brand (X2) is 3.593, which also exceeds the t table (1.966) at a significance level of 0.05. As a result, it is concluded that there is a positive, individually meaningful impact between *Brand Image* and Purchasing Decisions.
3. The calculated t-value for the Price variable (X3) is 2,820, which also exceeds the t-table (1.966) at a significance level of 0.05. As a result, it is interpreted that there are individually meaningful positive implications for Price and Purchasing Decisions.

DISCUSSION RESULTS STUDY

Influence Ambition Flavor to Decision Purchase

The calculated t figure for the Product Innovation variable (X1) shows that the calculated t (4.488) > table (1.984) at a significance of 0.000 < 0.05 as a result, it can be concluded that there are positive and significant implications in the individual form between Taste and Purchasing Decisions. If there is an increase in Taste, the Purchasing Decision will increase by 36.3%.

Influence *Brand Image* to Decision Purchase

The t-count figure for *the Brand Image variable* (X2) shows that thitung (3,593) > table (1,984) with level significance 0,000

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< 0.05, which can be concluded that there are positive and significant implications in individual form between *Brand Image* and Purchasing Decisions. If there is an increase in *Brand Image* , Purchasing Decisions will experience a 41.4% increase .

Influence Price to Decision Purchase

Results thitung on variables Price (X3) show that thitung (2.820) > table (1,984) on level of significance 0.000 < 0.05 which can be concluded that there are positive and significant implications in individual form between Price and

Buying decision . If there is an increase in price, purchasing decisions will decrease by 42.1%.

The Influence of Taste, Brand Image and Price on Purchasing Decisions

The Ftable value (27.690) and sig. α = 5% (0.05) are F count (31.390) and sig.a (0.000a). This condition indicates that the research findings Ha are accepted and H0 is rejected. The comparison between F count and F table is able to provide evidence that simultaneously Taste, Brand Image and Price have positive and meaningful implications for the Decision. Purchase. Findings coefficient of determination *Adj. R Square* is 0.484. This situation shows that the capacity of the Taste variable (X1), Brand Image (X2), and Price (X3) in explain Its implication on Purchasing Decisions (Y) is 48.4%. Meanwhile, the remaining 51.6% is the contribution of other constructs that were not examined in this research .

CONCLUSION AND SUGGESTION

Conclusion

A number of matter important Which concluded on this research is following :

1. The taste of palm sugar coffee has positive and significant implications for purchasing decisions at the Kenangan Coffee outlet in Medan City.
2. *Brand Image* has a positive and significant influence on purchasing decisions at Kenangan Coffee Stores in Medan City.
3. Price has a positive and significant influence on purchasing decisions at the Kenangan Coffee Shop in Medan City.
4. Simultaneously Palm Sugar Taste, *Brand Image* and Price there is an influence positive And significant to the Decision Purchases at the Kenangan Coffee Shop in Medan City.

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Suggestion

There are suggestions given based on the findings of this study, namely:

1. For Researchers, It is hoped that researchers will continue their research to examine other aspects that influence purchasing decisions.
2. For Company, Expected at the agency business in order to improve Decision Purchases are based on Palm Sugar Taste Factors, Brand Image and Price.
3. For Faculty Economy University Prima Indonesia, It is hoped that the Bachelor of Management program at the Faculty of Economics, Prima University Indonesia able to place this research as reference for next researcher .
4. For Researchers Furthermore, it is recommended that future researchers provide additional constructs and expand the scope of objects and research areas to obtain comprehensive findings.

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