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The Influence Of Brand Image And Promotion On Purchase Decisions At Kyafe Coffee In Bandar Lampung

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Abstrak

This study aims to determine the influence of brand image and promotion on purchase decisions at Kyafe Coffee in Bandar Lampung. This research used a quantitative method with a descriptive approach. The population in this study consisted of consumers of Kyafe Coffee in Bandar Lampung who had purchased its products. The sampling technique used was non-probability sampling with purposive sampling, involving 100 respondents who met the research criteria. Data were collected through questionnaires distributed using Google Forms. The data analysis techniques used in this study included multiple linear regression analysis, t-test, F-test, and coefficient of determination. The results showed that brand image had a positive and significant influence on purchase decisions at Kyafe Coffee in Bandar Lampung. This was indicated by a t-value of 4.761, which was greater than the t-table value of 1.661, with a significance value of 0.001 < 0.05. Promotion also had a positive and significant influence on purchase decisions, with a t-value of 3.819 > 1.661 and a significance value of 0.001 < 0.05. The Adjusted R Square value of 0.462 indicates that brand image and promotion simultaneously explain 46.2% of the variation in purchase decisions, while the remaining 53.8% is explained by other factors outside the scope of this study. Therefore, better brand image and promotional activities at Kyafe Coffee are associated with higher consumer purchase decisions.

Keywords: Brand Image, Promotion, Purchase Decision, Kyafe Coffee

INTRODUCTION .

Advances in information technology have driven changes in marketing strategies, particularly through the use of digital media to enhance business competitiveness. Marketing is not only focused on product sales but also plays a role in building

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relationships with consumers and strengthening brand image. Brand image reflects consumers' perceptions of a brand (Kotler & Armstrong, 2018), while promotion serves to convey information and increase a product's appeal. Both of these aspects are factors that need to be examined in relation to consumer purchasing decisions.

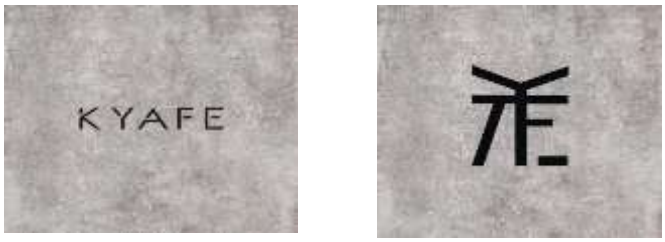


Figure 1. Kyafe Coffee Logo
Source: kyafe's Instagram

Kyafe Coffee is a food and beverage business located at Jalan Tupai No. 20, Bandar Lampung. It was founded on September 20, 2020, and is owned by Miftahul Risko. To compete in the coffee shop market, Kyafe Coffee offers 22 beverage options priced between Rp17,000 and Rp23,000, as well as six food items priced between Rp22,000 and Rp40,000. In addition to offering relatively affordable products, Kyafe Coffee uses Instagram as a promotional platform by posting product updates and special offers during specific events. However, based on 2026 Instagram data, the Kyafe Coffee account has approximately 2,200 followers fewer than Nuju Coffee (89,000 followers), Bun Kopi (34,000 followers), Kopi Ketje (12,000 followers), Duapuluh Kopi (9,800 followers), and Faste Coffee (9,600 followers). This difference in follower counts indicates a gap in digital audience reach among these cafes, although it cannot yet be used as a direct measure of promotional effectiveness or consumer purchasing decisions.



Figure 2. Kyafe Coffee Promotions on Instagram
Source: Kyafe's Instagram

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In the context of marketing, brand image and promotions must be managed strategically to support purchasing decisions. A positive brand image has the potential to increase consumer trust, while effective promotions can help introduce products and stimulate consumer interest. According to Hanaysha (2017), the purchasing decision is a process that involves recognizing needs, searching for information, evaluating alternatives, and determining a purchase choice. Therefore, an examination of brand image and promotion is relevant for understanding the factors related to Kyafe Coffee consumers' purchasing decisions.

Previous research has shown mixed results regarding the influence of brand image and promotions on purchasing decisions. Rahayu (2022) found that brand image and promotions have a significant effect on purchasing decisions. Meanwhile, Tarigan et al. (2022) indicated that promotions do not have a significant effect on purchasing decisions, whereas brand image has a positive effect. These differing results point to an empirical gap that requires further examination through research in different business contexts and among consumers with varying characteristics. Based on these phenomena and the discrepancies in previous research findings, this study aims to analyze the influence of brand image and promotions on purchasing decisions at Kyafe Coffee in Bandar Lampung. The results of this study are expected to provide an empirical contribution to marketing management research and serve as a basis for Kyafe Coffee management to evaluate and develop more effective marketing strategies.

LITERATURE REVIEW

According to Kotler and Chernev (2022), marketing is the process of communicating, conveying, and exchanging value with customers and society. Meanwhile, Kotler and Keller (2016) define marketing as the activity of identifying and fulfilling human and social needs. Based on these definitions, marketing can be summarized as a strategic process for meeting consumer needs through the creation of value to support a company's success.

According to Rahayu (2022) and Camelia and Hartono (2021), brand image is the perception consumers form through their associations with a brand. According to Adiwijaya and Tarigan (2017) as cited in Dinda and Iriani (2022), indicators of brand image include the strength, likability, and uniqueness of brand associations. Meanwhile, Erni Yunaida (2017) notes that brand image is influenced by communication, consumer trust, product benefits, service, and the image inherent to the brand. Thus, brand image can be defined as consumers' perceptions of a brand based on the associations formed in their memories.

According to Rahayu (2022) and Camelia and Hartono (2021), promotion is a marketing communication activity designed to convey information about a product's

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benefits and advantages to consumers. According to Prianggoro and Sitio (2020) as cited in Dinda and Iriani (2022), indicators of promotion include frequency, quality, and timeliness. Meanwhile, Tjiptono (2019) explains that promotion is influenced by product characteristics, market conditions, customer characteristics, and the promotional mix. Thus, promotion can be defined as a marketing effort to inform and attract consumers to make a purchase.

According to Rahayu (2022) and Camelia and Hartono (2021), a purchase decision is the process by which consumers select goods or services based on their needs and considerations. According to Dinda and Iriani (2022), indicators of purchasing decisions include product selection, timing of purchase, purchase quantity, and payment method. Thus, a purchasing decision can be defined as the process by which consumers evaluate alternatives and determine which product best meets their needs and preferences.

METHODOLOGY

This study employed a quantitative approach, with data collected via a questionnaire distributed through Google Forms and variables measured using a five-point Likert scale. The study population consisted of Kyafe Coffee customers who had made a purchase. The sample comprised 100 respondents selected using a non-probability sampling technique with a purposive sampling method. The criteria for respondents included residing in Bandar Lampung, following the Instagram account @kyafe.co_, and having purchased Kyafe Coffee products at least once in the past month. The data were analyzed using multiple linear regression, t-tests, F-tests, and the coefficient of determination to determine the influence of brand image and promotions on purchasing decisions, both partially and simultaneously.

DISCUSSION

1. Respondent Feedback Results

Brand Image (X1)

Table 1. Respondents' Responses Regarding the Brand Image Variable (X1)

Question	Answer Choices					Mean
	STS	TS	N	S	SS	
I easily think of Kyafe Coffee as a coffee shop with a good reputation	0	2	14	44	40	4.22

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I have a positive impression of the Kyafe Coffee brand	0	3	16	44	37	4.15
I believe Kyafe Coffee has distinctive characteristics that set it apart from other coffee shops	0	3	24	38	35	4.05
On average						**4.14**

Source: Data processed by the researcher (2026)

Based on Table 1, the brand image variable received positive responses from the respondents. The highest mean score of 4.22 was found for the ease of recalling Kyafe Coffee as a coffee shop with a positive image, followed by positive impression at 4.15 and brand uniqueness at 4.05. These results indicate that Kyafe Coffee's brand image is viewed favorably, but the aspect of brand uniqueness still needs improvement to strengthen its competitiveness.

Promotions (X2)

Table 2. Respondents' Answers for the Promotion Variable (X2)

Question	Answer Choices					Mean
	STS	TS	N	S	SS	
Kyafe Coffee often runs promotions on Instagram	0	0	5	60	35	4.03
Kyafe Coffee's promotions caught my attention	0	1	11	61	27	4.14
Kyafe Coffee runs promotions at just the right times, such as on holidays or special occasions	0	0	7	65	28	4.21
On average						**4.12**

Source: Data processed by the researcher (2026)

Based on Table 2, the promotion variable received positive responses from the respondents. The highest mean score of 4.21 was for the timeliness of promotions, followed by the appeal of promotions at 4.14 and the frequency of promotions via

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Instagram at 4.03. These results indicate that Kyafe Coffee's promotions are viewed favorably, but the frequency of promotions via Instagram still needs to be increased to encourage purchasing decisions.

Purchase Decision (Y)

Table 3. Respondents' Answers for the Purchase Decision Variable (Y)

Question	Answer Choices					Mean
	STS	TS	N	S	SS	
I choose to buy products at Kyafe Coffee because of the wide variety of menu options available	0	0	5	51	44	4.39
I buy products at Kyafe Coffee whenever I want	0	1	7	48	44	4.35
I buy products at Kyafe Coffee in the quantities I need	0	1	8	50	41	4.31
The variety of payment methods available at Kyafe Coffee makes it easy for me to make purchases	0	0	10	56	34	4.24
On average						**4.32**

Source: Data processed by the researcher (2026)

Based on Table 3, the purchase decision variables received positive responses from the respondents. The highest mean score was for menu variety at 4.39, followed by the convenience of purchase timing at 4.35, purchase quantity at 4.31, and ease of payment at 4.24. These results indicate that menu variety is a key factor in consumers' purchasing decisions; therefore, it should be maintained to meet the needs of Kyafe Coffee customers.

2. Multiple Linear Regression Results

Table 4. Results of the Multiple Linear Regression Test

Coefficients[a]				
Model	***Unstandardized Coefficients***	***Standarized Coefficients***	**t**	**Sig**

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		B	Std.Er ror	Beta		
1	*(Constant)*	5.718	1.390		4.114	0.001
	Citra Merek (X1)	0.426	0.089	0.427	4.761	0.001
	Promosi (X2)	0.497	0.130	0.342	3.819	0.001
a. Dependent Variable : Purchase Decision (Y)						

Source: Data processed by the researcher (2026)

Based on Table 4, the following multiple linear regression equation was obtained:

$$\mathbf{Y = 5{,}718 + 0{,}427X_1 + 0{,}342X_2}$$

The constant term of 5.718 indicates that if brand image and promotion are both zero, the purchase decision is predicted to be 5.718. The regression coefficient for brand image of 0.427 indicates that a one-unit increase in brand image, assuming constant promotion, will increase the purchase decision by 0.427 units. Meanwhile, the regression coefficient for promotion of 0.342 indicates that a one-unit increase in promotion, assuming brand image remains constant, will increase the purchase decision by 0.342 units. Both positive coefficients indicate that brand image and promotion have a positive relationship with the purchase decision at Kyafe Coffee in Bandar Lampung.

3. T-Test Results

Table 5. Results of the Partial Test (t-Test)

No	Hipotesis	t-value	Sig	Results
1.	Brand Image Has a Positive and Significant Effect on the Purchase Decision for Kyafe Coffee	4.761	0.001	**Accepted**
2	Promotions Have a Positive and Significant Effect on the Purchase Decision for Kyafe Coffee	3.819	0.001	**Accepted**

Source: Data processed by the researcher (2026)

Based on the results of the t-test, the brand image variable (X_1) yielded a calculated t-value of 4.761, which is greater than the critical t-value of 1.660, with a significance level of 0.001 < 0.05. These results indicate that brand image has a significant effect on purchase decisions (Y); therefore, H_{01} is rejected and H_{a1} is accepted. Meanwhile, the promotion variable (X_2) yielded a calculated t-value of 3.819,

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which is greater than the critical t-value of 1.660, with a significance level of 0.001 < 0.05. These results indicate that promotion has a significant effect on purchasing decisions; therefore, H_{02} is rejected and H_{a2} is accepted. Thus, brand image and promotion, considered separately, have a significant effect on purchasing decisions at Kyafe Coffee in Bandar Lampung.

1. **The Influence of Brand Image on Purchase Decisions for Kyafe Coffee in Bandar Lampung.**
   The test results show that brand image has a positive and significant effect on the decision to purchase Kyafe Coffee in Bandar Lampung. This is evidenced by a calculated t-value of 4.761 > the critical t-value of 1.660 and a significance level of 0.001 < 0.05, thus accepting H1. These findings indicate that the better the brand image of Kyafe Coffee, the higher the likelihood that consumers will make a purchase. This brand image is reflected through the strength, superiority, and uniqueness of brand associations that shape consumers' positive perceptions. These research results align with those of Albar and Iriani (2022), who found that brand image significantly influences purchasing decisions among consumers of Domino's Pizza Deltasari Sidoarjo, as well as Rahayu (2022), who demonstrated a positive and significant influence of brand image on purchasing decisions for Tony Jack Jeans products in South Tangerang. Thus, a strong, positive, and unique brand image is a key factor in encouraging consumers to recognize, consider, and choose Kyafe Coffee.

2. **The Effect of Promotions on Purchase Decisions for Kyafe Coffee in Bandar Lampung.**
   The test results show that promotions have a positive and significant effect on the decision to purchase Kyafe Coffee in Bandar Lampung. This is evidenced by a calculated t-value of 3.819 > the critical t-value of 1.660 and a significance level of 0.001 < 0.05, thus accepting H2. These findings indicate that the better the promotion, the higher the likelihood that consumers will make a purchase. Promotions—measured in terms of frequency, quality, and timeliness—play a role in attracting attention and increasing consumer interest in Kyafe Coffee products. These research results align with those of Rahayu (2022), who found that promotions have a positive and significant effect on purchasing decisions for Tony Jack Jeans products in South Tangerang, as well as Salsabillah and Wardani (2023), who demonstrated that online promotions have a positive and significant effect on purchasing decisions at the Starbucks Coffee outlet on MERR in Surabaya. Thus, attractive, high-quality promotions delivered at the right time can

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be a key factor in encouraging consumers to consider and purchase Kyafe Coffee products.

4. F-Value Test

Table 6. F-Value Test Results

Model		*Sum of Square*	df	*Mean Square*	F	Sig
1	Regression	193.236	2	96.618	41.588	0,001[b]
	Residual	225.354	97	2.323		
	Total	418.590	99			

a. Dependent Variable : Purchase Decision (Y)
b. Predictors : (Constant), Promotion (X2), Brand Image (X1)

Source: Data processed by the researcher (2026)

Based on Table 6, the F-statistic's significance value was < 0.001, which is less than 0.05. These results indicate that the regression model is suitable for testing the research hypotheses. Thus, brand image and promotion simultaneously have a significant effect on the decision to purchase Kyafe Coffee in Bandar Lampung.

5. Results of the Coefficient of Determination (R^2) Test

Table 7. Results of the Coefficient of Determination (R^2) Test

Model	R	*R Square*	*Adjusred R Squarestd*	*Std. Error of the Estimate*
1	0.679[a]	0.462	0.451	1.52422

a. Predictors: (Constant), Promotion (X2), Brand Image (X1)

Source: Data processed by the researcher (2026)

Based on Table 7, the Adjusted R-Square value of 0.462, or 46.2%, indicates that brand image and promotion account for 46.2% of the variation in purchasing decisions for Kyafe Coffee in Bandar Lampung, while the remaining 53.8% is influenced by other factors not examined in this study. These results indicate that brand image and promotion contribute to explaining purchasing decisions, although there are other factors outside the research model that may also influence them.

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CONCLUSION

Based on the results of a study of 100 respondents, it can be concluded that brand image and promotions have a positive and significant effect on purchasing decisions for Kyafe Coffee in Bandar Lampung. A strong, positive, and unique brand image can increase consumers' tendency to choose a product, while attractive, high-quality, and timely promotions can drive purchasing decisions. The results of the coefficient of determination test show that brand image and promotions account for 46.2% of the variation in purchasing decisions, while the remaining 53.8% is influenced by factors outside the scope of this study. Therefore, Kyafe Coffee is advised to continue strengthening its brand identity and optimizing its promotional strategies, while future researchers may consider other variables, expand the scope of the study, and increase the number of respondents to gain a more comprehensive understanding of the factors influencing purchasing decisions.

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