14th ISCA 2024

The Influence of Perceived Price, Perceived Quality, Brand Awareness, and Product Availability on Purchase Intention with Brand Image as a Mediating Variable
(A study on Kopi Lumpang in Kemawi Village, Somagede Sub-District)

Aura Altsareza Destansya [1], Refius Pradipta Setyanto[2], Tiladela Luhita[3]

[1]Jenderal Soedirman University, aura.destansya@mhs.unsoed.ac.id, Indonesia
[2] Jenderal Soedirman University, refius.setyanto@unsoed.ac.id, Indonesia
[3] Jenderal Soedirman University, tiladela.luhita@gmail.com, Indonesia
*corresponding author

ABSTRACT

The purpose of this study was to analyze the effects of Perceived Price, Perceived Quality, Brand Awareness, and Product Availability on Purchase Intention with Brand Image as a Mediating Variable. This research employed a quantitative approach. The population in this study were all people in Kemawi Village, Somagede District, with the non probability sampling method used for data collection. A total of 210 people's participated as respondents, with data gathered through questionnaires distributed via Google Forms and Survey. The questionnaire utilized a Likert scale ranging from 1 to 5. Data analysis was conducted using SEM PLS for Windows. The results of the study revealed that Perceived price positively affect brang image, Perceived quality negatively affect brand image, Brand awareness positively affect brand image, Perceived price negatively affect purchase intention, Perceived quality negatively affect purchase intention, Brand awareness negatively affect purchase intention, Product availability negatively affect purchase intention, Brand image positively affect purchase intention, Perceived price negatively affect purchase intention through brand image, Perceived quality negatively affect purchase intention through brand image, Brand awareness positively affect purchase intention through brand image.

Keywords: Perceived Price, Perceived Quality, Brand Awareness, Product Availability, Brand Image, Purchase Intention

1. Introduction

In Indonesia, coffee is one of the most popular commodities. Variations of coffee such as arabica, robusta, and liberica can be found in different parts of Indonesia. Indonesia's coffee production changes every year. Almost all provinces in Indonesia can produce coffee, except for Jakarta. Indonesia's coffee production consists mainly of robusta coffee. 508.33 thousand tons of robusta coffee were produced between 2013 and 2022, and 187.98 thousand tons of arabica-type coffee were produced. Central Java is the fifth largest contributing province to coffee output with 4.13%. One of the districts that contribute to robusta coffee production in Central Java is banyumas district. In 2023, according to data from Dimas Satria Banyumas,

the coffee area in banyumas district has increased with the coffee harvest area being 469.91 Ha, which is divided into several sub-districts. The sub-districts with the largest land area are Cilongok and Sumbang. While Somagede sub-district is in seventh place with a harvested area of 22.00 Ha.

The phenomenon that occurs in local coffee consumers, especially some people in Kemawi, Somagade District, is that there are still many people who choose to consume instant coffee compared to local coffee products in the village. According to Mr. Tarjono as the owner of a local coffee, there are still 60% of the population in Kemawi village who still choose to consume instant coffee. Local coffee still faces problems in quality standardization and effective marketing. On the contrary, imported coffee is often considered a premium product with a more consistent taste. In addition, foreign coffee shops entering the Indonesian market also affect customer tastes and preferences for foreign coffee products. This paradox shows that Indonesia must have a better strategy to increase local coffee in the domestic market.

Many studies have been conducted on things that affect consumers' buying interest, especially those related to price perception, quality, brand awareness, and stock availability. Previous studies have shown that price and quality perception influence consumer purchasing decisions, especially in small industries. In addition, brand awareness was also found to have a significant impact on consumer loyalty levels. However, these studies often ignore how brand image can mediate the influence of these variables. They also pay less attention to special contexts such as coffee in rural areas. This study should further look at how price perception, quality perception, brand awareness, and stock availability affect buying interest, with brand image as a mediating variable, given the great potential of robusta coffee in Kemawi village. To increase the competitiveness of coffee in Kemawi village, this research is expected to provide broader insights and a more appropriate approach.

2. Literature Review

2.1 *Purchase Intention*
Purchase intention is a valuable instrument when it comes to forecasting purchase choices. Multiple components influence the formation of purchase intention including individual needs, the perceived value of the goods in question, brand reputation, previous experience, and social influence (Chen, 2024). According to (Susanto & Ambardi, 2022) Buying interest is a process where consumers analyze their knowledge of the product, compare the product with other similar products and make a decision about the product to buy. According to (Dewi & Kristiyana, 2021)Dewi & Kristiyana, (2021), Purchase Intention is one of the important aspects that are targeted by consumer strategies. In simple terms, the definition of Purchase Intention is the satisfaction of a consumer and the desire to make a purchase of the products and needs they encounter in real life.

2.2 Brand Image
Brand image is a representation of the overall perception of a brand and is formed from information and past experiences with the brand, the image of a brand is related to an attitude in the form of beliefs and preferences towards a brand. Wardhana et al., (2023) A good brand image of a product can encourage potential buyers to make purchases of the product when compared to similar products (Gunawan, 2021) The brand is a very important tool for a business to create a positive image in the customer that aims to create a loyal customer and retaining companies' market share (Septiani & Chaerudin, 2020).

2.3 Perceived Price

Price perception is how price information is fully understood and provides deep meaning for consumers. (Putra, 2021) Price perception can also be interpreted as the customer's perception of what the customer has to sacrifice to get a product or service. This means that no matter how expensive or cheap the price of the product or service is as long as it can provide benefits to the customer, the customer will sacrifice their money to buy the product or service (Zeithaml, 1988). Price is one of the considerations for consumers to buy a product because price is the buying and selling value of a product (Dewi & Kristiyana, 2021).

2.4 Perceived Quality

The product quality is different from products perceived quality since its customer or buyer's subjective appraisal of products or services. Basically, it is the thought of a buyer about a particular brand. (Zeithaml, 1988) The perception of a brand's quality can be described as the overall brand excellence, which is directly related to customer pleasure. Acoording Senavirathne, (2020) Quality perception is considered important because it influences consumer behavior with regards to purchasing decisions and the decision to be loyal to a particular brand over a long period of time because they believe and have more expectations of the product that it will provide the benefits that consumers need (Mardikaningsih, 2019).

2.5 Brand Awareness

Brand awareness is the ability of buyers to recognize and also mention every brand that is in the market without having to categorize it in detail for the process of purchasing the product in question. (Susanto & Ambardi, 2022) Brand awareness can also be interpreted as how a brand can appear in the minds of consumers. In addition, brand awareness is the key for a brand to be in a brand equity position. Brand awareness can be created through the stimulus of information obtained by consumers so that consumers will feel connected and remember and know the brand (Gunawan, 2021).

2.6 Product Availability

Product availability is a marketing activity carried out by the company during the purpose of facilitating and facilitating the delivery of products (Poloian, 2016) Product availability is a factor related to the ease of obtaining the product, as well as everything needed by customers in order to consume the product. (Conlon & Mortimer, 2016) Ensuring the availability of products that can always meet market demand is very important. The availability that is always ready to meet demand will make it easier for consumers to get the products they want (Jimmy & Khoiri, 2023).

2.7 *Hypotheses Development*

H1: Perceived price has a positive influence on brand image.
H2: Perceived quality has a positive influence on brand image
H3: Brand awareness has a positive influence on brand image.
H4: Perceived price has a positive influence on purchase intention.
H5: Perceived quality has a positive influence on purchase intention
H6: Brand Awareness has a positive influence on purchase intention
H7: Product availability has a positive influence on purchase intention.
H8: Brand image has a positive influence on purchase intention
H9: Perceived price has a positive influence on purchase intention with brand image as a mediating variable.
H10: Perceived quality has a positive influence on purchase intention with brand image as a mediating variable
H11: Brand awareness has a positive influence on purchase intention with brand image as a mediating variable
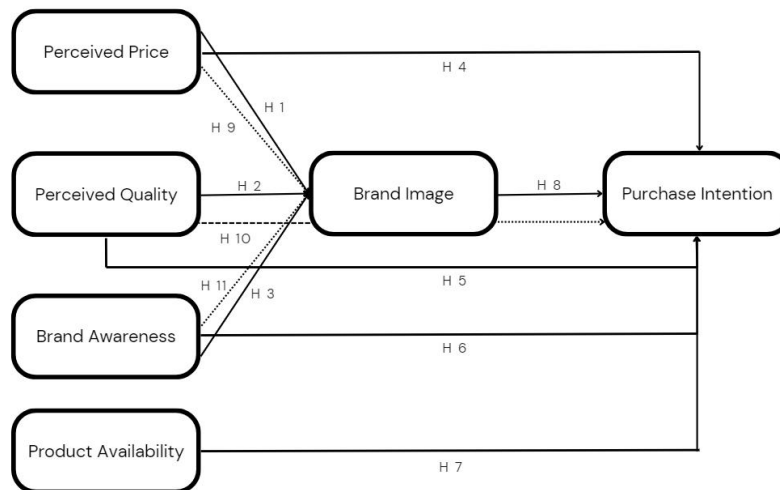
Figure 1 Research Framework

3. Research Methodology

This study adopts a quantitative research approach. The population consists of population is people of kemawi village, somagede sub-district, banyumas district. To calculate the number of samples to be used, the sample size guideline taken based on Ferdinand, (2006) and the sample size is 210 peoples. Data collection was conducted using questionnaires, which were distributed online via Google Forms and offline. This study uses SmartPLS SEM (Partial Least Square) Structural Equation Modeling (SEM) software.
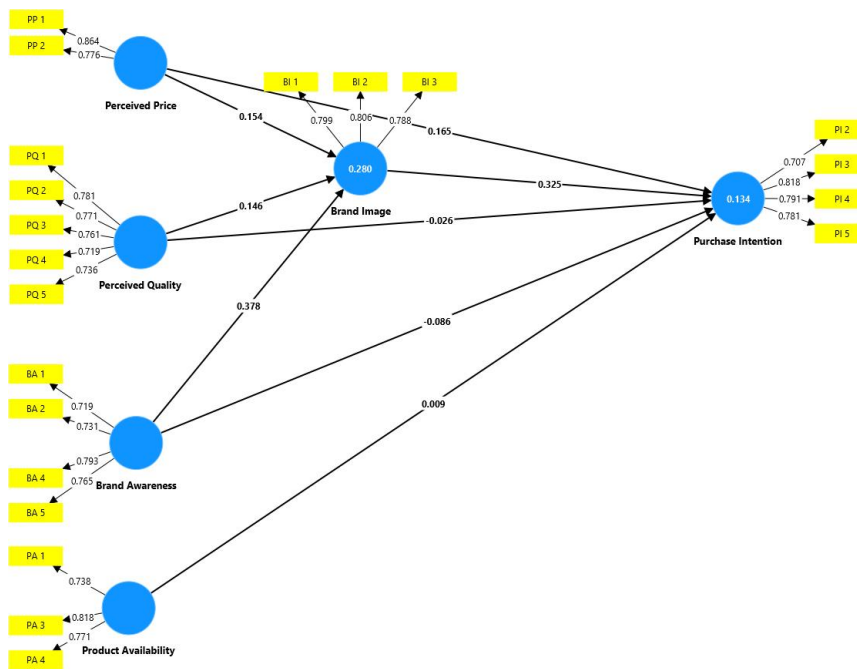
4. Results

Figure 2. PLS Algorithm Output After Indicators are Removed

4.1 *Characteristics of Respondents*

The results showed that most respondents in the Kemawi Village local coffee study were men, more than women. There are several factors that may contribute to this. First, men drink coffee more often, especially when gathering or working. the majority of local coffee respondents in Kemawi Village are aged 18 to 30. Several things can explain the dominance of this young age group. First, the 18- to 30-year-old age group is entering a more active social and economic phase. They are more tolerant of new trends, such as coffee consumption, which is now part of the younger generation's lifestyle. the majority of local coffee respondents in Kemawi Village have jobs as entrepreneurs, more than other jobs such as employees, farmers, or students. The dominance of this self-employed group can be understood in the local context, where people's economic activities tend to focus on independent businesses such as trading, processing crops, or other small businesses. the majority of local coffee respondents in Kemawi Village have a high school education level. The predominance of senior high school graduates may be due to local demographic characteristics, where senior high school is often the highest level of education that can be afforded by some villagers. The most respondents in Desa Kemawi have a monthly income of between one million and two million rupiah. In the context of the local economy, the dominance of this group can be understood because the majority of people work in the informal sector such as agriculture.

4.2 Convergent validity

Validity tests have been conducted to achieve a loading factor greater than 0.7 and this shows that all constructs are a good measure of convergent validity. Indicators that have met the requirements for convergent validity are indicators P1 2, PI 3, PI 4, I 5 on the Purchase Intention variable, BI 1, BI 2, BI 3 indicators on the brand image variable, PP 1 indicators, PP 2 indicators on perceived price variables, indicators PQ 1, PQ 2, PQ 3, PQ 4, PQ 5 on perceived quality variables, indicators BA 1, BA 2, BA 4, BA 5 on variable brand awareness, and indicators PA 1, PA 3, PA 4 on variable product availability. Indicator PI 1, indicator PP 3, and indicator PP 4, indicator PQ 6, indicator BA 3, and indicator PA 2 (the complete indicator test can be seen in attachment 4) Therefore, it can be concluded that all indicators have met one of the requirements of convergent validity.

the Average Variances Extracted (AVE) value of all variables has a value above 0.50, this indicates that all constructs are a good measure of convergent validity and meet the test requirements or are valid.

4.3 Discriminant validity

all variables in this study have items with good validity because the results of the discriminant validity test show that the loading factor value on each variable is greater than the correlation value of its indicators on other variables.

4.4 Reliability validity

Variable	Cronbach's alpha	Composite reliability (rho_c)
Brand Awareness	0.746	0.839
Brand Image	0.716	0.840
Perceived Price	0.522	0.805
Perceived Quality	0.811	0.868
Product	0.676	0.820

Availability		
Purchase Intention	0.779	0.858
Brand Awareness	0.746	0.839

Table 1. Composite Reliability Test Result

This study have a Cronbach's alpha value greater than the minimum criterion value required in general which is 0,70. Meanwhile, the perceived price and product availability variable with a Cronbach's alpha value of 0,522 and 0,676 has not met the reliability criteria.

4.5 R-square testing

Variable	R-square	R-square adjusted
Brand Image	0.280	0.269
Purchase Intention	0.134	0.112

Table 2. Rsquare testing

The first is the R-square value of the brand image variable, where the R-square value obtained is 0.280 or classified in the weak category. This means that variance of the brand image variable can be explained by the variables in the model by 28% and the rest or 82% is explained by other variables outside the model. The second is the R-square value of the purchase intention variable, where the value obtained is 0.134 or classified in the weak category. This means that variance of the purchase intention variable can be explained by the variables in the model by 13% and the rest or 87% is explained by other variables outside the model.

4.6 Hypotheses testing

Hypotheses	*Sig.*	Results
Brand Awareness -> Brand Image	0.000	Accepted
Brand Awareness -> Purchase Intention	0.329	Rejected
Brand Image -> Purchase Intention	0.000	Accepted
Perceived Price -> Brand Image	0.038	Accepted
Perceived Price -> Purchase Intention	0.099	Rejected
Perceived Quality -> Brand Image	0.074	Rejected
Perceived Quality -> Purchase Intention	0.811	Rejected
Product Availability -> Purchase Intention	0.927	Rejected
Brand Awareness -> Brand Image -> Purchase Intention	0.001	Accepted
Perceived Price -> Brand Image -> Purchase Intention	0.133	Rejected
Perceived Quality -> Brand Image -> Purchase Intention	0.104	Rejected

Table 3. Hypotheses testing

In hypothesis testing, probability values and T-statistical values can be seen. For hypothesis testing with statistical values, the t-statistical value used is 1.96 for alpha 5%, so the criteria for hypothesis acceptance or rejection are Ha accepted and H0 rejected if the t-statistical value > 1.96. For hypothesis testing with probability, Ha is accepted if the p value < 0.05.

5. Discussion

5.1 Perceived price toward brand image

In lumpang coffee, consumers often evaluate prices based on the harmony between the quality of the taste, the uniqueness of the product, and the cultural values attached to the brand. Lumpang coffee products, which are positioned as local products with unique flavors and traditional touches, can create the perception of a fair price in the eyes of consumers. In the opinion of the people of Kemawi Village, the price of Lumpang coffee is affordable and in accordance with the quality of the product has a positive influence on the brand image of Lumpang coffee in the community. These results are also consistent with previous research According to Afwan & Santosa, (2019) stated that Price Perception of Brand Image has a positive and significant effect.

5.2 Perceived quality toward brand image

Although previous research by Senavirathne, (2020) highlighted the importance of perceived quality for brand image, the unique context of the Kemawi Village coffee market may explain the different results. local coffee competition still relatively low, perceived quality may not be a top priority for consumers when evaluating these brands. In addition, limitations in educating consumers about the unique attributes of Lumpang coffee, such as its distinctive flavor, traditional processing methods, or locally sourced raw materials, may reduce the impact of perceived quality on brand image.

5.3 Brand awareness toward brand image

The results for Kemawi village and their kopi lumpang coffee brand, people's awareness of the kopi lumpang brand is shaping their image and impression of it. Those who are familiar with the brand easily recognize and remember it. The survey responses backed this up that 0.793 score on quickly imagining the brand's traits shows just how influential awareness is for shaping the brand image. Consumers are picking up on things like the logo, product design, and packaging and that's forming their brand perceptions. This research is in line with previous research which states that the brand awareness variable has a positive and significant influence on brand image according to (Rahmawati & Hariyani, 2022) and (Dülek & Saydan, 2019).

5.4 Perceived price toward purchase intention

Kemawi Village lumpang coffee consumers may come from consistent or uniform demographics. In this situation, consumers are less sensitive to small price differences. As a result, their price perception does not influence their decision to purchase something. Brand reputation is another factor that may influence customers more. If consumers do not truly understand the additional value of Lumpang coffee products, such as unique flavors or traditional production methods, the price does not necessarily match the benefits obtained. Therefore, price perception does not affect purchase intention.

5.5 Perceived quality toward purchase intention

Kemawi villagers do not really understand the quality of Lumpang coffee products, including its unique taste, processing methods, and raw materials used. Perceived quality cannot drive purchase intention if this information is not conveyed well. Although the quality of Lumpang coffee is perceived to be good, people's opinions do not affect the desire to buy because customers already take it for granted. This means that in Kemawi village, people do not see the quality of the kopi lumpang they buy because the most important thing is the image of the brand itself. Similar findings were conducted by Qalbi & Hartini, (2023)

5.6 Brand awareness toward purchase intention

In a local market such as Kemawi Village, the influencing factor is the level of competition in the local market, that Lumpang coffee does not have strong competitors, people may not feel the urgency to prioritize a particular brand in the purchase decision. In addition, limited marketing activities, such as a lack of promotions or campaigns that highlight the uniqueness of the kopi lumpang brand, can make brand awareness less effective in influencing the purchase intention of kopi lumpang. This research is in line with previous research which states that the brand awareness variable does not affect purchase intention according to (Febriyantoro, 2020)

5.7 Product availability toward purchase intention

the lumpang coffee community of Kemawi Village does not seem to rely heavily on product availability as the main reason for purchase. Instead, they purchase products for other reasons, such as unique flavors, emotional ties to local products, or brand prominence to build reputation. While lumpang coffee products are easily accessible, the lack of promotion or training on the product means that consumers are not fully aware of the product's existence or its advantages. As a result, the decision to purchase is not driven by availability alone.

5.8 Brand image toward purchase intention

These results indicate that a positive brand image can make the people of Kemawi village more interested in buying lumpang coffee products. The better customers' perceptions of a brand's reputation, the more likely they are to consider the product when making purchasing decisions. The brand image variable has a positive and significant influence on purchase intention according to (Septiani & Chaerudin, 2020) and (Ali & Cuandra, 2023).

5.9 Perceived price toward purchase intention through brand image

Perceived fair price is not enough to significantly improve the brand image of kopi lumpang. In the lumpang coffee market, a competitive price does not necessarily guarantee a strong brand image if it is not accompanied by an effective marketing strategy or clear product differentiation. Thus, the brand image formed from price perception tends to have less impact on the purchase intention of Kemawi villagers. The results of this finding indicate that people do not really prioritize price as a major factor in determining their intention to buy something, even though the brand image of kopi lumpang tries to compensate for it.

5.10 Perceived quality toward purchase intention through brand image

The coffee lumpang community in Kemawi Village has the perception that the quality of local coffee is not fully stable or consistent, so they are more cautious in making purchasing decisions. While brand image may improve perceptions of quality, it does not seem to be enough to significantly influence purchase intention. These findings suggest that people do not prioritize quality as a major factor in determining their purchase intention, even though the brand image of kopi lumpang tries to compensate.

5.11 Brand Awareness toward purchase intention through brand image

Brand awareness is very important in building public recognition and attachment to lumpang coffee. In this study, brand image serves as a link between customers' understanding of the brand and their desire to purchase the goods. The strong identity of kopi lumpang, consistent quality, and cultural values attached to the product increase people's attraction to kopi lumpang.

6. Conclusion

A number of important findings can be concluded from research on periceived price, perceived quality, brand awareness, and brand image on the purchase intention of local coffee

in Kemawi Village. First, it is proven that brand awareness has a positive and significant influence on brand image. This shows that the more people know about the local coffee brand of Kemawi Village, the better the brand image will be embedded in their minds. Second, it is proven that brand image has a positive and significant influence on purchase intention, which shows that a positive brand image can encourage consumers to buy local coffee products.

Third, there is a dominant direct influence between price perception and brand image but not with purchase intention. This suggests that consumers perceive price as relatively important to achieving an image of the brand, but not a factor that triggers them to buy directly. Furthermore, it is also assumed that the perception of quality has no striking effect on the brand image nor for purchase intent. This indicates that despite the belief in the importance of quality, consumers do not actually have to associate quality beliefs with purchasing decisions or the brand image.

Meanwhile, the availability of the product does not have a significant effect on purchase intention. This shows that coffee consumers in Kemawi village do not consider product availability as an important factor in their purchasing decisions. Finally, the relationship between price construct, quality perception to purchase intent through brand image has a not significant correlation. These findings confirm that although brand image can mediate the relationship between these variables, the mediating influence is not statistically strong enough in the context of local coffee from Kemawi village.

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