

The Influence of Brand Trust and Brand Image on Consumer Decisions in Purchasing Coffee Beans at Koloni Coffee Palembang

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ABSTRACT

In the current era, technological advances are increasing quite rapidly. The increase in technology is due to modernization and globalization that occurs. The purpose of this study was to analyze the effect of brand trust and brand image on consumer decisions in purchasing coffee beans at Koloni Coffee Palembang. This research uses field research (field reaserch) with a descriptive approach. Data collection techniques using questionnaires, observations, interviews, and documentation. the population taken is buyers of coffee beans at Koloni Coffee both directly and indirectly in a month consumers reach 50 customers. this study uses independent variables and dependent variables. The results of the study using the Partial test on the Brand Trust variable obtained a t-count value of $3.780 > 2.012$, and a significance level < 0.05 ($0.00 < 0.05$). So it can be concluded that the Brand Trust variable has a positive and significant effect on consumer decisions in purchasing coffee beans at Koloni Kopi.

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1. INTRODUCTION

In the current era, technological advances are increasing quite rapidly. The increase in technology is due to modernization and globalization that occurs. Therefore, business people must make innovations to meet consumer needs in order to retain customers and be the best in this business competition. In doing business, every company needs marketing to market a product. In addition, companies also need branding in order to attract consumer attention (Apriliani, 2019).

Branding is a term, name, symbol or design that describes a service or item and also the place of business. Branding is also a differentiator between one business place and another. With the development of the times, the understanding of branding is getting wider (Kotler & Armstrong, 2016). At this time many stores forget the branding aspect when running their business. Stores only focus on pursuing increased/increased sales in the hope that they will dominate the market. As a result, only most of the sales made are only based on customer value which is arguably the same (Suciningtyas, 2012).

So that it can lead to services and products that are commodities that will be purchased by consumers only on price considerations and not considering the characteristics of products that are of better quality, because competition is now so tight and it is a complicated choice for consumers to use what so that consumers are satisfied with their choices, the number of coffees

that exist and the various prices offered by other coffees, but different prices have different qualities and there are disadvantages and advantages.

Understanding Brand is a product is a concern and also a very mature consideration for consumers to determine purchasing decisions. Brand is also a very important issue that must be monitored continuously by every store (Pandiangan et al., 2021). When wanting to make a decision, consumers really choose products that meet their needs and desires, where the product brand depends on the image attached to the brand, so the store must be able to provide the best and in accordance with what consumers need and want. For this reason, the store must create an image that stands out from its competitors, by making consumers loyal to use the product periodically or consumers are satisfied with the product. With that, it can maintain a market that will create a positive image for consumers (Kotler & Armstrong, 2016).

The definition of Brand Image is an impression that is obtained according to the level of knowledge and understanding of facts about people, products and situations. The object in question is an unknown person, organization, group of people or others. Image is a view or perception and the accumulation process of the trust mandate given by individuals, will experience a process sooner or later forming a broader and more abstract public opinion (Suryani & Rosalina, 2019).

Brand Trust is defined as the desire of consumers to rely on a brand with the risks faced because of the expectation that the brand will cause positive results. From the above definition, it can be concluded that Brand Trust is the power of a product that is able to make consumers feel their needs are met and also satisfied with the product, so that consumers feel confident in the brand (Lau & Lee, 2000).

The decision to buy is a process in a real purchase. So, after the step-by-step process is carried out, consumers inevitably make a decision whether consumers will buy or not. If consumers decide to buy, consumers will find a series of decisions to be made regarding the type of coffee, quantity, brand, seller, time of purchase, and seller service.

Semende coffee produced in Semende Raya (Semende darat ulu sub-district, Semende darat tengah, and Semende darat laut), Muara Enim Regency, South Sumatra. Semende Raya is at an altitude of 1,400 meters above sea level, has great potential in developing arabica coffee. In this area there is a large expanse of coffee plantation land and has been the livelihood of the community for many years. The story of arabica coffee development in Semende Raya is not as easy as turning the palm of the hand. Farmers in the area previously only produced robusta type coffee, which has a lower selling value than arabica. In addition, the farmers' coffee planting and sales were not well-systemized.

So, despite having abundant natural resource potential, farmers have not been able to taste the benefits optimally. One of the challenges is access to the Semende region. Even though the potential for Semende coffee to become arabica coffee that is equal to the superior coffees of the archipelago is quite large. PT Bukit Asam Tbk (PTBA) Corporate Social Responsibility (CSR) team stepped in to help Semende farmers develop and add value to their crops. Together with the community, PTBA conducted simultaneous assistance ranging from providing arabica coffee seeds, mentoring and training, providing coffee processing and roasting tools, making arabica coffee demonstration plots to establishing coffee houses. Now some coffee farmers in Gunung Agung village, Semende Darat Tengah sub-district have started to switch to arabica coffee.

It has been recorded that up to now there have been 5-6 harvests, with the allocation of each farmer managing 1000 trees in the initial stage. This program has been carried out by 6 farmers, and 12 farmers are entering the planting stage. Every farmer who succeeds with 1000 trees, in the future they will be given more trees. So that Semende arabica coffee production can increase every harvest period. The farmers are being prepared so that Semende coffee production meets national standards not global standards to penetrate the export market. Assisting coffee farmers is not an easy matter. Molustan said that the processing must be ensured according to certain standards and quality standards such as not using chemical fertilizers, so that the sales system must ensure that it provides optimal benefits directly to the farmers. This means that there should be no traders who benefit from the farmers' hard work.

Farmer assistance is emphasized so that the quality of coffee produced is similar. Do not let the coffee taste different from one farmer to another, because of carelessness in farming. Changing the thinking of farmers, so that in farming they pay attention to all aspects to get quality coffee.

Koloni Coffee is their place for coffee lovers, connoisseurs, and activists in Palembang city, why is that because Koloni Coffee has two segments, namely Coffee Bean Shop and Coffee Shop. The coffee shop provides various kinds of drink and food products such as Americano, Fresh Milk, Long Black, Latte, Milk Coffee, Mocha, Leychee Tea, V60, and various other food drinks. The coffee shop also provides facilities for students who are doing assignments, for office workers can also use a special room (private room) to conduct gatherings / meetings with other office mates. The coffee shop also sells products such as coffee beans that have not been ground or ground into powder, they also sell coffee beans that have not been roasted (fried) which can be purchased by distributors who want to roast their own coffee beans with their own unique flavors and characteristics. The coffee shop also sells coffee in a state that has been ground which can be directly consumed for young people, students, home brewers, because the packaging is late available filters to be able to brew and enjoy in a cup. Koloni Coffee was established from September 2018 and has been running for 4 years to 5 years, located on Jln. Letnan Murod KM.5, the Coffee Shop and Coffee Shop are in one building, only different doors to buy drinks and coffee beans at Koloni Coffee.

Based on the background described above relating to Brand Trust and Brand Image. Researchers are interested in knowing how far the influence of Brand Trust and Brand Image on decisions in purchasing Semende coffee beans in Palembang city. Because they want to know how influential Brand Trust (brand trust) is in making consumers trust and continue to use the brand, but there are also consumers who move to other brands, there are also consumers who return to using the brand because initially using the brand moved to another brand and then returned again. The same thing is Brand Image (brand image) how the brand makes consumers get an assessment from other people who make this product image good or bad for consumer decisions in purchasing Semende coffee beans on the brand, the researcher is interested in conducting a study entitled "The influence of Brand Trust and Brand Image on consumer decisions in purchasing coffee beans at Koloni Coffee Palembang".

2. RESEARCH METHOD

The research used in this research is field research (field reaserch) with a descriptive approach. According to (Sugiyono, 2019) field research, namely studying intensively about the background of the current situation, and the interaction of a social, individual, group, institution and society. The aim is to develop and use mathematical models of theories or hypotheses related to the phenomena investigated by researchers. Descriptive research, namely research whose main objective is to provide an accurate description of the data, describe a process, mechanism or relationship between events ((Ferdinand, 2014).

The data sources used in this study are direct data in the form of questionnaires distributed to roasters at Koloni Coffee Palembang. While indirect data is in the form of documents from the company, such as company profiles or the history of the establishment of Koloni Coffee Palembang.

Data collection techniques using questionnaires, observations, interviews, and documentation. Population according to (Sugiyono, 2019) population is a generalization area consisting of: objects / subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. So population is a collection of research data that concentrates on data sources. Because the object of this research is consumers at Koloni Coffee, the population taken is buyers of coffee beans at Koloni Coffee both directly and indirectly in a month consumers reach 50 total customers. Because all members of the population make up the sample, the method used in the withdrawal of the sample is the total side method.

In this study using independent variables and dependent variables:

- a. Free Variables (independent) often also called independent variables are variables that affect or cause changes or the emergence of dependent variables (related variables). The variables in this study are Price (X1), Product Quality (X2), Product Design (X3).
- b. The dependent variable (dependent), often also called the related variable, is a variable that is influenced or that is the result of an independent variable (Sugiyono, 2013). The variable in this study is Purchase Decision (Y).

3. RESULT AND DISCUSSION

Validity Test

The validity test in the study was conducted on 50 Kloni Kopi customers, by comparing the calculated r value with the r table value. The r table in the research experiment was obtained based on the degree of freedom (df) = n-k, where 50-2 or df = 48 with alpha 0.05 (5%) so that the table value of 0.278 The validity test of the independent variable Brand Trust is presented in the following table:

Table 1. Uji Validitas Variable Brand Trust (X1)

Variable	Question item	R count	R table	Description
Brand trust(X1)	X1.1	0,737	0,278	Valid
	X1.2	0,728	0,278	Valid
	X1.3	0,600	0,278	Valid
	X1.4	0,641	0,278	Valid
	X1.5	0,726	0,278	Valid
	X1.6	0,645	0,278	Valid
	X1.7	0,698	0,278	Valid
	X1.8	0,705	0,278	Valid
	X1.9	0,751	0,278	Valid
	X1.10	0,620	0,278	Valid

Based on table 1 above, it is known that the calculated r value of the 10 question items for the independent brand trust variable has r count > from the r table of 0.278 and is positive. This means that the items are valid and can be used in research.

The validity test of the independent Brand Image variable is presented in the following table:

Table 2. Uji Validitas Variabel Brand Image (X2)

Variable	Question item	R count	R table	Description
Brand image(X2)	X2.1	0,672	0,278	Valid
	X2.2	0,661	0,278	Valid
	X2.3	0,715	0,278	Valid
	X2.4	0,675	0,278	Valid
	X2.5	0,678	0,278	Valid
	X2.6	0,693	0,278	Valid
	X2.7	0,791	0,278	Valid
	X2.8	0,716	0,278	Valid
	X2.9	0,687	0,278	Valid
	X2.10	0,734	0,278	Valid

Source: Processed by Researcher (2023)

Based on table 2 above, it is known that the calculated r value of 10 question items for the independent variable brand image which has r count > from r table of 0.278 and is positive. This means that the items are valid and can be used in research.

The validity test of the dependent variable Buyer Decisions is presented in the following table:

Table 3. Validity Test of Buyer Decision Variable (Y)

Variable	Question item	R count	R table	Description
Buyer Decision (Y)	Y1.1	0,600	0,278	Valid
	Y1.2	0.669	0,278	Valid
	Y1.3	0.690	0,278	Valid
	Y1.4	0,705	0,278	Valid
	Y1.5	0,702	0,278	Valid
	Y1.6	0,767	0,278	Valid
	Y1.7	0,680	0,278	Valid
	Y1.8	0,674	0,278	Valid
	Y1.9	0,712	0,278	Valid
	Y1.10	0,717	0,278	Valid

Source: Processed by Researcher (2023)

Based on table 3 above, it is known that the calculated r value of the 10 items of the dependent variable question for buyer decisions which has r count > from r table is 0.278 and has a positive value. This means that there are 10 items that are valid and can be used in research.

Reliability Test

The reliability test is used to determine and determine the instrument in the form of a questionnaire can be used more than once and is relatively no different even if it is reused on the same subject. The criterion that the variable is said to be reliable if it provides a Cronbach Alpha value > 0.50. The realibilitas test results are presented in the following table:

Table 4. Instrument Reliability Test Results

Variable	Cronbach Alpha	Alpha Value	Description
Brand Trust (X1)	0,846	0,50	Reliabel
Brand Image (X2)	0,819	0,50	Reliabel
Purchase Decision (Y)	0,862	0,50	Reliabel

Based on table 4 above, it is known that the Cronbach alpha value on the independent variable brand trust and brand image and the dependent variable buyer decisions are 0.846, 0.819 and 0.862 > 0.50 respectively. This means that the independent variable brand trust and brand image and the dependent variable Buyer decisions are declared reliable.

Multiple Linear Regression Analysis

Multiple regression analysis is carried out to determine whether or not there is a relationship between the independent variable and the dependent variable. The relationship between brand trust and brand image on buyer decisions for 50 coffee colony consumers in Palembang was analyzed using multiple regression analysis with a significance level of alpha 0.05 or 5%. analysis with an alpha significance level of 0.05 or 5%. The regression results in the study can be seen in the following regression table 5:

Table 5. Multiple Linear Regression

Model		Coefficients ^a				t	Sig.
		Unstandardized Coefficients		Standardized Coefficients	Beta		
		B	Std. Error				
1	(Constant)	17.402	.899			17.462	.003
	Brand Trust	.458	.038	.502		3.780	.000
	Brand Image	.275	.038	.450		7.280	.000

Source: Processed by Researcher (2023)

Based on the regression results in the table above, the regression equation model in the study is formulated as follows:

$$Y = a + b_1x_1 + b_2x_2 + e$$

Buyer Decision = 17.402 + 0.485 Brand Trust + 0.275 Brand Image The equation above means that:

- The constant a is 17.402, meaning that if brand trust and brand image are 0 (no change up or down), then the value of buyer decisions at Koloni Kopi consumers in Palembang is 17.402.
- The brand trust variable regression coefficient of 0.485 shows a positive direction. This means that brand trust has a positive relationship with buyer decisions, where if brand trust increases by 1 percent while other independent variables are positive. by 1 percent while other independent variables are constant (no change), the buyer's decision at Koloni Coffee Consumers in Palembang will increase by 48.5 percent.
- The brand image variable regression coefficient of 0.275 shows a positive direction. This means that brand image has a positive relationship with buyer decisions, where if the brand image increases by 1 percent while other independent variables are constant (no change), the buyer's decision at Koloni Kopi Consumers in Palembang will increase by 27.5 percent.

Classical Assumption Test

Normality Test

Normality test is used to test whether in the regression model, confounding or residual variables have a normal distribution. The normality test is carried out using graphical analysis detected by looking at the distribution of data (points) on the diagonal of the graph or histogram of the residuals. The results of the normality test with histogram and P-plot graph analysis are presented in the following figure:

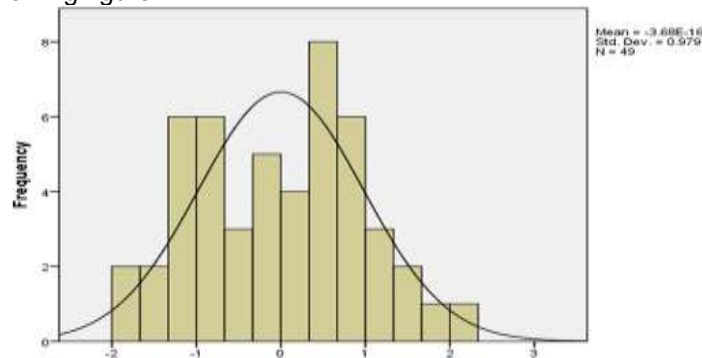


Figure 1. Histogram graph

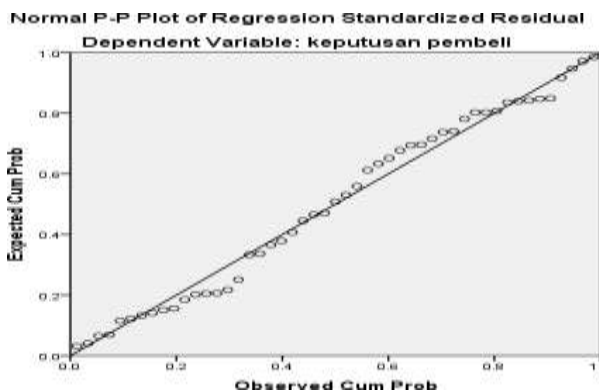


Figure 2. Normal Probability Plot

The normality test results in Figures 1 and 2, show that the histogram graph forms a bell (bell shaped), does not lean to the left or to the right so that it can be stated that the data is normally distributed. P-plot image It can be seen that the points follow and spread around the diagonal line and follow the direction of the diagonal line, so it is concluded that the regression model fulfills the assumption of normality. The normality test in the study also used the One-sample Kolmogrov-Smirnov test with the following test criteria:

- a) The data is normally distributed, if the sig value > 0.05 alpha level or
- b) The data is not normally distributed, if the sig value < 0.05 alpha level.

The One-sample Kolmogrov-Smirnov test can be seen in the following table:

Table 6. Hasil One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.29292845
Most Extreme Differences	Absolute	.094
	Positive	.094
	Negative	-.069
Kolmogorov-Smirnov Z		.657
Asymp. Sig. (2-tailed)		.780

Source: Processed by Researcher (2023)

Based on the table above, it is known that the value of Asymp. Sig. (2- tailed) of 0.780 > 0.05, so it is concluded that the residuals are normally distributed, which means that the basic assumptions of normality have been met.

Multicollinearity Test

Multicollinearity test is used to test for correlation between independent variables and other independent variables. The multicollinearity test is carried out using the Variance Inflation Factor (VIF) and Tolerance values with the following decision-making criteria:

- a. Data does not occur multicollinearity problems, if the VIF value <10 and tolerance value > 0.1
- b. Data experiencing multicollinearity problems, if the VIF value > 10 and tolerance value < 0.1

The following presents the results of the multicollinearity test in the study.

Table 6. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Trust	.394	2.537
	Brand Image	.394	2.537

Source: Processed by Researcher (2023)

Based on Table 6 above, it is known that the VIF value on the independent variable brand trust and brand image has a value smaller than 10 and has a tolerance value (TOL) not less than 0.1. This means that the two independent variables, namely brand trust and brand image, do not experience multicollinearity problems.

Heteroscedasticity Test

Heteroscedasticity test aims to determine whether in the regression model there is an inequality of variance from the residuals of one observation to another. The heteroscedasticity test is carried out using a scatter plot graph between the predicted value of the dependent variable (ZPRED) and its residual value (SRESID). If the dots form a certain regular pattern such as a large wave widening, then narrowing then heteroscedasticity has occurred. If the dots spread above and below the number 0 on the Y axis without forming a certain pattern, then there is no heteroscedasticity. The results of the heteroscedasticity test can be seen in the following figure.

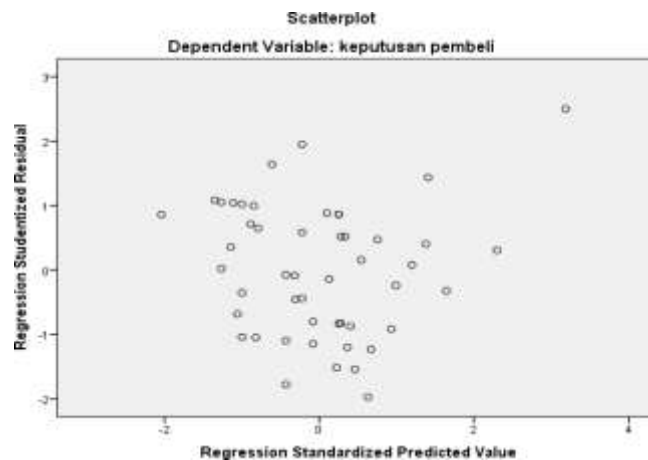


Figure 3. Scatter Plot Graph of Heteroscedasticity Test

Based on Figure 3, it is known that the Scatter Plot test shows that the data points are scattered above and below or around the number 0. The dots do not collect only above or below and the distribution of data points does not form a wavy pattern widening then narrowing again. So it can be concluded that the data does not experience heteroscedasticity. Heteroscedasticity testing in the study was also carried out using the Glejser test to predict heteroscedasticity with the test criteria being:

- Data does not occur heteroscedasticity problems, if the sig value > 0.05 alpha level.
- Data has heteroscedasticity problem, if sig value < 0.05 alpha level.

The results of the heteroscedasticity test can be seen in the table below:

Table 7. Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	35.901	.483		4.351	.000
	Brand trust	.080	.020	.075	.561	.577
	Brand image	.071	.020	.078	-.534	.596

Source: Processed by Researcher (2023)

Based on table 7 above, the significance value of the independent variables brand trust and brand image has a value > alpha 0.05 of 0.577 and 0.596, respectively, this indicates that the data is homoscedasticity or does not experience heteroscedasticity problems.

Hypothesis Test

Test t (Partial)

The t test is basically carried out to determine whether the independent variable individually affects the dependent variable. The significance level used in this study is 0.05 ($\alpha = 5\%$). Acceptance and rejection of the hypothesis will be carried out with the following criteria:

- a. If the sig value $\leq \alpha$ (0.05) and $T_{hitung} > T_{tabel}$, then the hypothesis is accepted.
- b. If the sig value $\geq \alpha$ (0.05) and $T_{hitung} < T_{tabel}$, then the hypothesis is rejected

The t table value at the 0.05 significance level and the degree of freedom (df) is $df = n - k - 1 = 50 - 2 - 1 = 47$, so that the t table value is 2.012. The results of the multiple regression partial t test are presented in the following table:

Table 8. Test t (Partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.402	.899		17.462	.003
	Brand Trust	.458	.038	.502	3.780	.000
	BrandImage	.275	.038	.450	7.280	.000

Source: Processed by Researcher (2023)

- Hypothesis 1 = There is a significant influence of brand trust on purchasing decisions for colony coffee beans
 The research results in Table 8, show the sig value. brand trust variable < the critical probability value ($\alpha = 5\%$) of $0.000 < 0.05$ and the t value > t table of $3.780 > 2.012$, this shows that brand trust has a significant effect on buyer decisions. The regression coefficient of 0.458 shows a positive direction. This means that brand trust has a positive and significant effect on buyer decisions for Koloni Kopi consumers in Palembang. Based on these statistical results, the first hypothesis which states that there is a significant effect of brand trust on coffee bean purchasing decisions is accepted.
- Hypothesis 2 = There is a significant effect of brand image on purchasing decisions for colony coffee beans
 Sig value. brand image variable < critical probability value ($\alpha = 5\%$) of $0.000 < 0.05$ and t value > t table of $7.280 > 2.012$, this indicates that brand image has a significant effect on buyer decisions. The regression coefficient of 0.275 shows a positive direction. This means that brand image has a positive and significant effect on buyer decisions for

Koloni Kopi consumers in Palembang. Based on these statistical results, the second hypothesis which states that there is a significant influence of brand image on the decision to purchase coffee beans is accepted.

F Test (Simultaneous)

The F test is used to prove whether together the brand trust and brand image variables have an influence on the dependent variable, namely the decision to purchase coffee beans for Koloni Kopi consumers in Palembang. The terms of acceptance or rejection of the hypothesis are as follows:

1. If the probability value (F-statistic) < 0.05 and the F-statistic value $> F$ -table, then H3 is accepted, namely there is a significant influence between brand trust and brand image on purchasing decisions for colony coffee beans.
2. If the probability value (F-statistic) > 0.05 and the F-statistic value $< F$ -table, then H0 is accepted, namely there is no significant influence between brand trust and brand image on purchasing decisions for colony coffee beans.

The value of the F table at the 0.05 significance level is $df = n-k-1 = 50-2-1 = 47$, so that the f table is obtained at 3.20. The results of the F test in the study are presented in the following table:

Table 9. F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	310.440	2	155.220	267.100	.000 ^b
	Residual	44.747	46	.581		
	Total	355.188	48			

Source: Processed by Researcher (2023)

Based on the F test results above, then:

- Hypothesis 3 = There is a significant influence between brand trust and brand image on purchasing decisions for colony coffee beans.

Based on the results of the f test in table 9, it is known that the sig value. F (Statistic) of 0.000 is smaller than the significance level of 0.05 and the value of F statistics $>$ from F table, namely $267,100 > 3.20$, this shows that brand trust and brand image simultaneously have a positive and significant effect on purchasing decisions for coffee beans at Koloni Kopi consumers in Palembang. Based on these statistical results, the third hypothesis which states that there is a significant influence between brand trust and brand image on purchasing decisions for colony coffee beans is accepted.

Coefficient of Determination

The Coefficient of Determination (R²) essentially measures how far the model's ability to explain the variation in the dependent variable. The greater the coefficient of determination, the greater the variation in the independent variable affects the dependent variable. The results of the coefficient of determination can be seen in the following table:

Table 10. Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.935 ^a	.874	.871	.76232

Source: Processed by Researcher (2023)

Based on table 10 above, it is known that the coefficient of determination R Square is

0.874, which indicates that brand trust and brand image have a strong influence on purchasing decisions. The proportion of the influence of brand image and brand trust on purchasing decisions for Koloni Kopi consumers in Palembang is 87.4 percent, while the remaining 12.6 percent (100 - 87.4 percent) is influenced by other variables not examined in the study.

The Effect of Brand Trust on Consumer Decisions

Based on the test results, it is known that there is an influence of Brand Trust on consumer decisions. This is evidenced by the partial test value t_{count} value of 3.780 and t table 2.012. With a significant value of $0.00 < 0.05$. These results are also supported by research conducted by (Putra, 2018) entitled "The Effect of Brand Image and Brand Trust on Consumer Loyalty. (Study on Lenovo Smartphone Consumers in DIY)". The results of hypothesis testing state that Brand Image and Brand Trust have a positive and significant effect on Consumer Loyalty. (Study on Lenovo Smartphone Consumers in DIY).

According to Costabile's research in (Ferrinadewi, 2008), brand trust is the perception of reliability from the consumer's point of view based on experience or more on a sequence of transactions or interactions characterized by the fulfillment of expectations for product performance and satisfaction. Brand Trust or brand trust is the ability of a brand to be trusted which comes from consumer confidence that the product is able to fulfill the promised value and good brand instincts based on consumer confidence that the brand is able to prioritize consumer interests. With brand trust, consumers will feel comfortable with the product and will show product loyalty by making sustainable purchases so that trust will have the potential to create high-value relationships.

The Effect of Brand Image on Consumer Decisions

Based on the test results, it is known that there is an influence of Brand Image on consumer decisions. This is evidenced by the partial test value of the t_{count} value of 7,280 and t table 2,012. With a significant value of $0.00 < 0.05$.

The results of the study are supported by (Arianty & Andira, 2021) based on the results of research brand image variables have a big role in influencing consumer decisions the popularity of brand image is often used as a reference by consumers to decide on purchasing decisions when these consumers do not have experience or knowledge of a product. Thus, partially that the brand image variable has a significant effect on consumer decisions. And the results of research by (Srihadi & Pradana, 2021) The results of this study indicate that brand image has a positive and significant effect on consumer decisions.

The Effect of Brand Trust and Brand Image on Consumer Decisions

Based on the test results, it is known that there is an influence of Brand Trust and Brand Image on consumer decisions. This is evidenced by the simultaneous test value with a f_{count} value of 267.100 and a f_{table} value of 3.20, with a significance value of $0.00 < 0.05$.

The results of the study are supported by research conducted by (Siregar et al., 2017) in this study the results of the F test state that there is a simultaneous influence between the brand trust and brand image variables with the consumer decision variable. consumer decisions. And the results of research by (Rachmi & Poernamawati, 2020) show that brand trust which includes, trust, brand characteristics, company characteristics along with brand image or brand image prove to simultaneously influence consumers in consumer decisions.

4. CONCLUSION

Based on the results of research that has been conducted at Koloni Kopi regarding the Effect of Brand Trust and Brand Image on Consumer Decisions in purchasing coffee beans at Koloni Kopi, the following conclusions can be drawn, The results of research using the Partial test on the Brand Trust variable obtained a t -count value of $3.780 > 2.012$, and a significance level < 0.05 ($0.00 < 0.05$). So it can be concluded that the Brand Trust variable has a positive and significant effect on consumer decisions in purchasing coffee beans at Koloni Kopi. Based on

the Partial test (T-Test) on the value of the Brand Image variable (X2), the t-count is obtained a value of 7,280 > t-table 2,012 and the significance level is less than 0.05 (0.000 < 0.05), it can be concluded that the Brand Image partially has a positive and significant effect on consumer decisions in purchasing coffee beans at the Coffee Colony. Based on the research results using the simultaneous test (F), the value of F statistic > F table (267.100 > 3.20), and the significance level is smaller than 0.05 (0.00 < 0.05). So it can be concluded that Brand Trust and Brand Image simultaneously have a positive and significant effect on Consumer Decisions. Based on the research results using the Correlation Coefficient (R) test, it was obtained at 0.874. This shows the level of relationship between the variables Brand Trust and Brand Image.

SUGGESTIONS

Based on the above conclusions, there are suggestions regarding consumer decisions. The suggestions are as follows:

1. It is recommended that companies pay more attention, in building brand trust to consumers in order to attract buying interest in the products offered and offer the advantages of coffee beans and give the impression that Koloni Coffee coffee beans are in accordance with the needs of today's society.
2. For the company to be able to maintain and be responsible for its consistency and maintain its brand image or product quality, this can attract more consumer interest and purchases.
3. Consumer decisions at Koloni Kopi are considered good. It would be good if it is improved or further developed by conducting evaluations and briefs every month to see what can be added both in physical and non-physical form so that product sales can increase effectively.
4. For researchers who want to research with the same title about brand trust, the author hopes that future researchers will examine physical brand trust as well as non-physical brand trust and brand image on consumer decisions in purchasing coffee beans at Koloni Kopi.

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