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Brand Awareness & Brand Image: Key Point Coffee's Success in Influencing Purchasing Decisions in Serang City

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Abstract

In recent years, the coffee sector in Indonesia—particularly in Serang City—has witnessed notable expansion. This upward trend is fueled by the growing perception of coffee as a lifestyle choice and the increasing presence of various coffee brands, including Point Coffee, which continues to hold its ground amid intensifying market competition. The purpose of this study is to examine how brand awareness and brand image affect consumer purchasing decisions related to Point Coffee in Serang City. Adopting a quantitative design, the study utilized survey techniques, gathering primary data through questionnaires distributed to consumers. The analysis was carried out using Structural Equation Modeling with the Partial Least Squares (PLS-SEM) approach. The findings indicate that both brand awareness and brand image significantly influence consumers' purchasing behavior, with brand image showing a stronger impact. These insights are expected to assist Point Coffee in refining its marketing efforts by enhancing its brand image and increasing visibility. Additionally, the study enriches academic discourse on branding factors within the coffee industry, particularly in areas outside major urban centers.

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INTRODUCTION

The coffee industry in Indonesia has experienced rapid growth in recent years. One of the emerging brands is Point Coffee, which is available in various strategic locations, including Serang City. Increasing competition in this industry has prompted coffee brands to build strong brand awareness and a compelling brand image to influence consumer purchasing decisions.

Brand awareness refers to consumers' ability to recognize and recall a brand in various contexts, while brand image reflects consumers' perceptions and associations with the brand (Aaker, 2009; Monika & Antonio, 2022). Previous studies have shown that both brand awareness and brand image significantly affect purchasing decisions (Gabriella et al., 2022; Manik & Siregar, 2022). For instance, (Manik & Siregar, 2022) emphasized the crucial role of brand awareness in coffee purchasing decisions, particularly in Medan, while Gabriella et al., (2022) found that social media exposure enhances brand recognition among millennials. Similarly, Hayati & Dahrani, (2022) underscored the importance of social media in strengthening brand awareness in the modern coffee industry.

On the other hand, brand image is shaped by consumers' experiences, information, and expectations (Kotler & Keller, 2023). A positive brand image not only increases consumer

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satisfaction but also influences purchasing behavior and fosters brand loyalty in the beverage sector (Fransisca, 2018; Fauziah, 2019). Gabriella et al., (2022) also noted that favorable consumer reviews on social media play a vital role in enhancing brand perceptions.

Purchasing decisions involve a consumer's evaluation process prior to selecting a product or service, influenced by factors such as brand awareness, brand image, and perceived product quality (Angel et al., 2023; Kotler & Keller, 2023). Kasiono et al., (2022) found that consumers in the specialty coffee industry tend to prefer brands with a modern, innovative, and relevant image. Similarly, Haris et al., (2016) concluded that brands with high awareness and a positive image are more likely to be chosen in competitive markets such as the coffee industry.

These findings are supported by various other studies. For instance, Wowor et al., (2021) stated that brand equity, comprising awareness and image contributes significantly to consumer loyalty. In addition, research by Fauziah, (2019) and Suparti & Evelyna, (2022) emphasized the role of innovation in enhancing brand appeal. Together, these insights highlight the relevance of investigating the influence of brand awareness and brand image on purchasing decisions, particularly within the highly competitive coffee industry.

Point Coffee was selected as the subject of this study due to its unique positioning as a coffee brand integrated into one of Indonesia's largest convenience store chains, Alfamart. This integration not only ensures high visibility among consumers but also demonstrates the brand's ability to adapt to consumer preferences for convenience and accessibility. Despite operating in a competitive market, Point Coffee has shown resilience and growth, making it an ideal case study for exploring how brand awareness and brand image affect purchasing decisions. Understanding the factors behind Point Coffee's success can offer valuable insights for other coffee brands operating in similar environments.

However, there is a lack of research specifically examining this relationship in the context of Point Coffee in Serang City. Therefore, this study seeks to assess the extent to which brand awareness and brand image influence consumer purchasing decisions at Point Coffee in Serang City. The research will address several questions: First, how strong is the brand awareness of Point Coffee in Serang City? Second, how strong is the brand image of Point Coffee in Serang City? Third, to what extent does brand awareness influence consumer purchasing decisions? Fourth, to what extent does brand image influence consumer purchasing decisions? Finally, the study will investigate which factor, brand awareness or brand image, has a more dominant effect on consumer purchasing decisions.

The relationship between brand awareness, brand image, and purchasing decisions has been widely explored across various industries. Aaker, (2009) emphasized that both brand awareness and brand image are essential components in building brand equity, while Keller et al., (2010) highlighted that a strong brand image promotes customer loyalty and repeat purchases. In the coffee industry, studies by Izza & Retnowati, (2024) and Liang et al., (2024) revealed that brand awareness significantly influences purchasing decisions in metropolitan areas. Conversely, other studies (Benamen et al., 2024; Lu et al., 2015; Nuryanto & Panjaitan, 2025; Park & Namkung, 2022) suggest that brand image has a more dominant role in shaping consumer preferences in modern cafés.

Despite these insights, few studies have examined the interplay between brand awareness, brand image, and purchasing decisions in smaller urban areas or rural contexts, especially with a focus on specific brands like Point Coffee. Point Coffee's integration with Alfamart stores makes it a unique case study, offering extensive market reach while catering to both urban and semi-urban consumers. This research addresses that gap by analyzing the influence of brand awareness and brand image on consumer behavior in Serang City a growing urban area that represents a blend of urban and rural consumer dynamics.

The novelty of this research lies in its focus on Point Coffee, a brand that has not been widely studied, and in its use of Structural Equation Modeling (SEM) to provide a comprehensive analysis of the relationships among the key variables. The objectives of this study are twofold: (1) to analyze the influence of brand awareness and brand image on purchasing decisions in Serang City's coffee market, and (2) to offer practical recommendations for Point Coffee to optimize its branding strategies and compete more effectively in rural and semi-urban markets.

METHODS

This research utilizes a quantitative design by implementing a survey method, recognized as a dependable approach for collecting data in social science investigations (Babbie, 2020; Upton & Cook, 2001, 2014). Surveys are effective in capturing numerical data from a large respondent pool, which enables the examination of relationships between variables using statistical tools. This method is particularly appropriate for assessing how brand awareness and brand image affect consumer purchase behavior, as it facilitates the collection of consistent data suitable for quantitative analysis. The study is explanatory, focusing on uncovering causal links between brand awareness, brand image, and purchasing decisions among Point Coffee customers in Serang City. Data were gathered through a structured questionnaire and analyzed using the Partial Least Squares–based Structural Equation Modeling (PLS-SEM) technique. A total of 185 respondents participated, answering 37 questions measured on a five-point Likert scale, in accordance with the guidelines provided by Hair et al., (2021).

Stratified random sampling was applied to ensure that the sample accurately represented the population of Point Coffee consumers in Serang City. The population was divided into subgroups based on demographic variables such as age, gender, and buying frequency, and random selections were made from each group to obtain a balanced and representative sample. The detailed steps of the research process are illustrated in Figure 1.

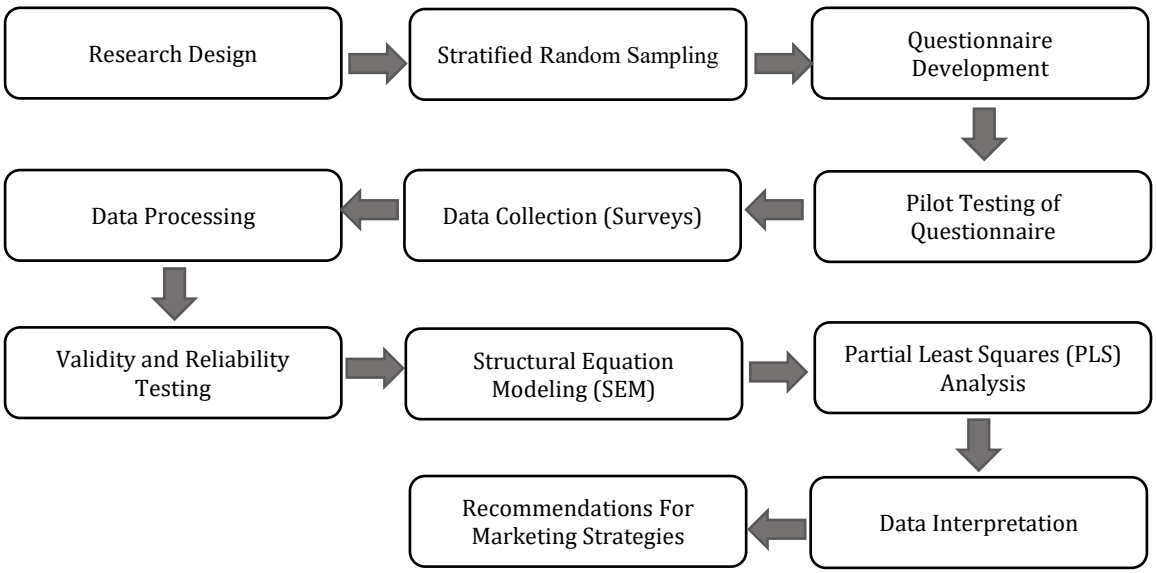

Figure 1. Research Flow Diagram

The findings derived from the SEM-PLS analysis are presented. The data obtained from Point Coffee customers were analyzed to investigate the interplay between brand awareness, brand image, and consumer purchasing behavior. The data processing included several steps, such as instrument validity and reliability checks, to ensure the accuracy and scientific rigor of the measurement tools.

Structural Equation Modeling (SEM) was employed due to its strength in analyzing intricate relationships among several latent variables simultaneously. This technique was selected because it integrates both the measurement model used to assess the reliability and validity of variables like brand awareness and brand image and the structural model, which examines the influence these variables exert on purchasing decisions. Analysis was conducted using specialized software tools, including IBM SPSS and AMOS, to maintain analytical precision. The resulting insights were then used to formulate actionable recommendations for Point Coffee's branding and marketing strategies.

RESULTS AND DISCUSSIONS

Analysis

The analysis focuses on data collected through questionnaires from Point Coffee consumers in Serang City, aiming to identify the relationships between brand awareness, brand image, and purchasing decisions.

Measurement Model Testing

The measurement model is used to test the relationship between indicators and the main constructs: brand awareness, brand image, and purchasing decisions. Based on the SEM results, both brand awareness and brand image show significant regression coefficients for purchasing decisions, indicating that both play an important role in influencing consumer decisions. Before analyzing the specific influences of Brand awareness and Brand Image on purchasing decisions, it is essential to examine the data summarized in Table 1.

Table 1. Outer Loading

Brand Awareness		Brand Image		Purchasing Decisions	
X1.10	0.778	X2.10	0.401	Y1	0.924
X1.11	-0.104	X2.2	0.290	Y10	0.059
X1.12	0.217	X2.3	0.691	Y11	-0.147
X1.2	-0.216	X2.4	0.408	Y12	-0.199
X1.3	0.727	X2.8	-0.651	Y13	-0.112
X1.4	-0.677	X2.9	-0.639	Y14	0.088
X1.8	-0.068			Y15	-0.135
X1.9	-0.177			Y2	0,800
				Y3	0.129
				Y4	0.047
				Y5	-0.115
				Y6	0.065
				Y7	0.094
				Y8	-0.075
				Y9	0.009

Based on the data in Table 1, Brand awareness and Brand Image show varying influences on purchasing decisions. The Brand awareness variables, such as X1.10, show a strong positive influence (0.778), while X1.11 has a very weak negative influence (-0.104). Several other variables, such as X1.12 and X1.3, show weaker positive and negative relationships but still contribute to the formation of brand awareness. On the other hand, Brand Image shows a strong positive influence on Y1 (0.924), while variables such as Y10, Y11, and Y12 have weak or negative influences on purchasing decisions.

Overall, Brand Image has a greater influence on purchasing decisions, with several other variables making a significant contribution, while other indicators show weaker or negative influences on both brand awareness and purchasing decisions. To evaluate the reliability and validity of the constructs being studied, Table 2 presents the results of the analysis for Cronbach's alpha, composite reliability, and average variance extracted (AVE).

Table 2. Construct reliability and validity

	Cronbach's alpha	Composite reliability.rho_a.	Composite reliability.rho_c.	Average variance extracted (AVE)
Brand Awareness	-0.291	0.558	0.035	0.216
Brand Image	-0.339	0.524	0.055	0.287
Purchasing Decisions	-0.128	0.729	0.133	0.110

Based on the results, the values of Cronbach's Alpha, Composite Reliability (rho_a and rho_c), and Average Variance Extracted (AVE) indicate that the three constructs Brand Awareness, Brand Image, and Purchasing Decisions have significant issues with reliability and validity. For Brand Awareness, the Cronbach's Alpha value is negative (-0.291), and the Composite Reliability (rho_c = 0.035) is very low, showing that the indicators used to measure this construct lack consistency. The measurement model needs to be revised. Similarly, Brand Image also has low values for Cronbach's Alpha (-0.339) and Composite Reliability (rho_c = 0.055), indicating inconsistency in the measurement construct. Additionally, Purchasing Decisions also experience problems with internal

consistency, although the Composite Reliability (rho_a = 0.729) is slightly better compared to the other constructs. The AVE values for all three constructs are very low (0.216 for Brand Awareness, 0.287 for Brand Image, and 0.110 for Purchasing Decisions), indicating that none of the constructs are sufficiently valid in explaining the variance related to their indicators. Overall, this model requires revision in terms of selecting indicators to improve the reliability and validity of the constructs being measured.

To assess the discriminant validity of the constructs, Table 3 presents the Heterotrait-Monotrait Ratio (HTMT) values for the relationships between the variables studied.

Table 3. Heterotrait-monotrait ratio (HTMT)

	Heterotrait-monotrait ratio (HTMT)
Brand Image <-> Brand Awareness	0.302
Purchasing Decisions <-> Brand Awereness	0.259
Purchasing Decisions <-> Brand Image	0.480

Based on the HTMT (Heterotrait-Monotrait) ratio, the relationships between Brand Image, Brand Awareness, and Purchasing Decisions demonstrate good discriminant validity. The low HTMT values (0.302, 0.259, and 0.480) indicate that the three constructs are clearly distinguishable, with no significant overlap. Therefore, the model exhibits satisfactory discriminant validity. Furthermore, to reinforce this evaluation, Table 4 presents the Fornell-Larcker criteria, which compares the square root of the Average Variance Extracted (AVE) for each construct with its correlations with other constructs.

Table 4. Fornell-Larcker criteria

	Brand Awareness	Brand Image	Purchasing Decisions
Brand Awareness	0.465		
Brand Image	-0.171	0.536	
Purchasing Decisions	0.186	-0.643	0.331

Based on the HTML mark, the relationship between Brand Image, Brand Awareness, and Purchasing Decisions demonstrates good discriminant validity. The low HTMT values (0.302, 0.259, and 0.480) indicate that the three constructs can be clearly differentiated without significant overlap. Therefore, this model exhibits strong discriminant validity. To assess the overall model fit, Table 5 presents the fit indices for both the saturated model and the estimated model, including SRMR, d_ULS, d_G, Chi-square, and NFI.

Table 5. Fit Model

	Saturated model	Estimated model
SRMR	0.129	0.129
d_ULS	7,292	7,292
d_G	3,116	3,116
Chi-square	2056,832	2056,832
NFI	0.093	0.093

Based on the Model Fit results, the estimated model shows significant nonconformity with the data. The SRMR value (0.129) is higher than the recommended limit, indicating that this model does not fully fit. High d_ULS and d_G values also indicate a significant distance between the estimated model and the perfect model. In addition, the high Chi-square (2056.832) and very low NFI (0.093) suggest a mismatch between the model and the data. Overall, this model needs to be revised to achieve a better fit. To determine the most suitable model for the data, Table 6 presents the Bayesian Information Criterion (BIC) for the model related to Purchasing Decisions.

Table 6. Model selection criteria

	BIC (Bayesian information criterion)
Purchasing Decisions	-85,866

The BIC value of -85.866 indicates that the model for Purchasing Decisions strikes a good balance between fit and simplicity, although it needs to be compared with other models to determine if this is the best model. A lower BIC value suggests a more efficient model in explaining the data without using excessive parameters.

Based on the data provided, it can be concluded that Brand Image has a greater influence on Purchasing Decisions compared to Brand Awareness. While Brand awareness contributes to purchasing decisions, its influence is weaker, with several variables showing negative or very weak relationships. Brand Image, on the other hand, shows a strong positive influence on Purchasing Decisions, as seen in the Y1 loading value of 0.924. However, both Brand awareness and Brand Image have low AVE values—0.216 and 0.287, respectively—which indicate that there are issues with the validity of these constructs that need to be addressed. Additionally, Purchasing Decisions face issues with reliability and validity, with a very low AVE value (0.110) and a negative Cronbach's Alpha (-0.128), indicating inconsistency in the measurement of this construct. The significant negative correlation between Purchasing Decisions and Brand Image (-0.643) also suggests a notable influence that needs to be considered. While the BIC value (-85.866) indicates a good balance between model fit and simplicity, this model still requires revision. In general, although Brand Image has a greater influence on Purchasing Decisions, this model needs improvements in the constructs of Brand awareness and Purchasing Decisions to increase the validity and overall fit of the model.

To evaluate the effect sizes of the predictors on Purchasing Decisions, Table 7 presents the results of the F-Square test for Brand awareness and Brand Image.

Table 7. F- F-Square Test

	f-square
Brand Awareness -> Purchasing Decisions	0.010
Brand Image -> Purchasing Decisions	0.662

The f-square value shows the influence of each variable on Purchasing Decisions. Brand awareness has a very small influence, with an f-square value of 0.010, while Brand Image has a significant influence, with an f-square value of 0.662. This indicates that Brand Image plays a very important role in influencing purchasing decisions, whereas Brand awareness contributes only a small amount.

To assess the explanatory power of the model, Table 8 presents the R-Square and adjusted R-Square values for Purchasing Decisions.

Table 8. R-Square

	R-square	R-square adjusted
Purchasing Decisions	0.419	0.413

This model explains about 41.9% of the variation in Purchasing Decisions, indicating a moderate level of explanatory power. The adjusted R-square value of 0.413 suggests potential for improvement, particularly in selecting more relevant variables. Approximately 58.1% of the variation in purchasing decisions remains unexplained, highlighting the presence of other factors that need to be considered to improve the model's accuracy.

To illustrate the relationships between the constructs and their effects on Purchasing Decisions, Figure 2 presents the structural model, highlighting the paths and coefficients for Brand awareness and Brand Image.

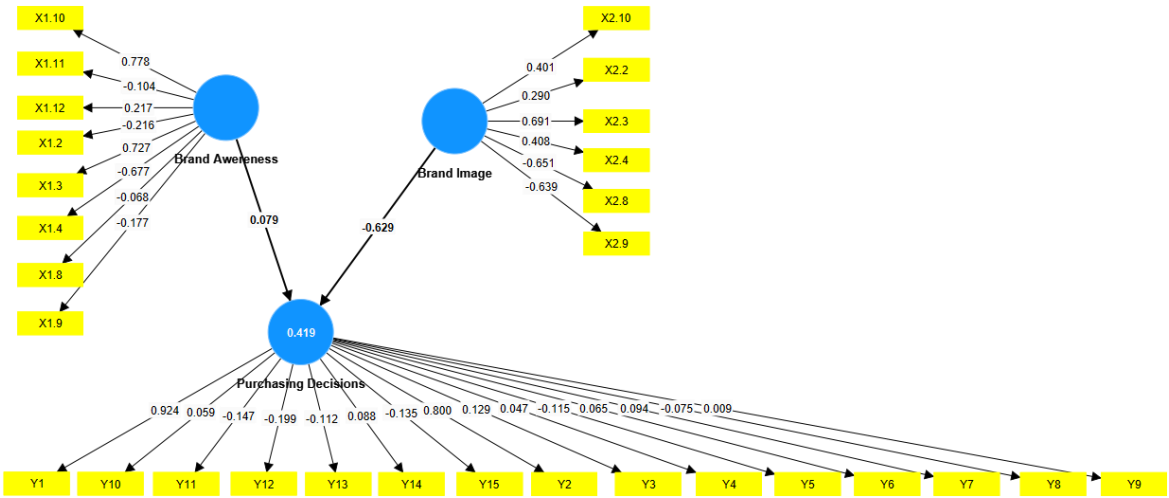

Figure 2. Output Graph

Based on the results of the analysis seen in the image mentioned, several important findings related to the relationships between the analyzed variables emerge. First, the relationship between X1.10 and Y1 shows a very high value of 0.924, indicating that X1.10 has a very strong influence on Y1. In other words, changes in X1.10 will significantly affect the value of Y1 in this model. On the other hand, some relationships are weak or even negative. For example, the coefficient between X1.12 and Y11 is -0.147, showing a very weak negative influence. This means that improvements in X1.12 slightly lower the value of Y11, though its influence is not very significant.

Several relationships also show a more significant negative influence, such as between X1.4 and Y15, with a coefficient of -0.800. This suggests that improvements in X1.4 will significantly lower the value of Y15, indicating that this relationship needs to be carefully considered in the model development. Conversely, some coefficients, such as X1.8 → Y2 and X2.10 → Y5, have very small values (0.088 and 0.009, respectively), indicating almost no influence between these variables. This suggests that the influence between these variables is very weak and may not be relevant to maintain in the model. Overall, while there are variables showing strong positive connections, such as X1.10 with Y1, there are also very weak or negative relationships that need further analysis. Variables with weak or negative influences, such as X1.8 or X2.10, should be considered for reevaluation or possibly removed from the model to improve the accuracy and validity of the analysis.

Utilizing Structural Equation Modeling (SEM) with Partial Least Squares (PLS), the study identifies Brand Image as having a more prominent effect on Purchasing Decisions than Brand Awareness. This outcome aligns with prior research emphasizing the central role of brand image in consumer behavior (Kotler & Armstrong, 2023; Kotler & Keller, 2016, 2023). Although X1.10, representing Brand Awareness, strongly correlates with Y1 (0.924), its impact on purchasing decisions is eclipsed by Brand Image. Meanwhile, X1.11 shows a minor negative influence (-0.104), supporting literature suggesting that not all elements of brand awareness strongly affect consumer choices (Aaker, 2009; Aaker & Moorman, 2023). This weak influence may be attributed to several reasons. First, it is possible that consumers perceive certain aspects of brand awareness as less relevant or impactful in their decision-making process, particularly if they prioritize other factors such as product quality or price over brand familiarity. Additionally, the context in which the brand is used can affect its perceived value; for instance, if consumers associate Point Coffee with a specific setting or occasion that does not align with their purchasing behavior, the influence of brand awareness may diminish. Lastly, the presence of strong competitors in the market may overshadow the effects of brand awareness, leading consumers to make choices based on alternative brands that they perceive as offering better value or quality.

Additionally, Purchasing Decisions face challenges in terms of reliability and validity, with low AVE values (0.110) and a negative Cronbach's alpha (-0.128). This suggests that the measurement model requires improvement. These findings contradict previous research (Chaudhuri & Holbrook, 2001; Essiz et al., 2025; Husnain et al., 2025; Kaur & Soch, 2025; Tsai et al., 2025; Tyrväinen & Karjaluoto, 2022), which argues that psychological and emotional factors often strengthen the validity of the construct in purchasing decisions.

The discrepancy may be attributed to several factors. First, the low AVE and negative Cronbach's alpha values could indicate issues with the internal consistency of the measurement items, suggesting that the items used to measure purchasing decisions may not adequately capture the construct in this specific context. This aligns with the notion that reliability and validity can vary when established scales are applied to different populations or cultural settings. Second, the sample size or demographic characteristics of the respondents in this study may differ significantly from those in previous studies, potentially influencing the reliability of the measurement model. Third, the complexity of purchasing decisions in the coffee industry, particularly in a semi-urban area like Serang City, may involve additional factors (e.g., price sensitivity, accessibility, or local preferences) that were not fully accounted for in the model. These contextual differences could weaken the psychological and emotional connections typically associated with purchasing decisions, as highlighted in prior research. Therefore, the findings suggest that further refinement of the measurement model is necessary, including revisiting the scale items to ensure they are contextually relevant and conducting additional pretests to improve reliability and validity.

The F-square value indicates that Brand Image has a substantial influence on purchasing decisions (0.662), supporting the view that brand image is a key factor in consumer decision-making, as highlighted in studies by (Amoako et al., 2024; Elliott et al., 2015). On the other hand, Brand awareness contributes minimally (0.010), confirming that while brand awareness is important, it does not always directly influence purchasing decisions (Percy & Rossiter, 1992; Weismayer & Pezenka, 2024).

Regarding Model Fit, the estimated model shows a mismatch with the data, as indicated by high SRMR and NFI values, suggesting that improvements are needed for a better fit. This finding aligns with the recommendations of (Al-Adwan et al., 2023; Anderson & Gerbing, 1988; Cheung et al., 2024; Gerbing & Anderson, 1988), who suggest using simpler models or making further adjustments for a better fit. Overall, although Brand Image proves to have a greater influence on purchasing decisions, the model still needs refinement, particularly regarding Brand awareness and Purchasing Decisions, to improve both the validity and fit.

This study's results align with research by (García-Salirrosas et al., 2024; Izza & Retnowati, 2024; Juantika & Ekawati, 2024; Santoso et al., 2024), which found that Brand Image has a greater influence on purchasing decisions than Brand Awareness. However, studies by (Alfian et al., 2024; Hariyanti et al., 2024; Khan et al., 2024; Mandagi et al., 2024; Rehman & Elahi, 2024; Sesar et al., 2022; Zhao et al., 2022) suggest that Brand awareness plays a more dominant role in influencing purchasing decisions, which contrasts with the findings of this study, where Brand awareness shows a smaller impact.

In conclusion, this model requires revisions in indicator selection to increase the reliability and validity of the constructs, as well as improve the model fit for a more accurate representation of Purchasing Decisions. The findings of this study support the idea that both Brand awareness and Brand Image significantly influence purchasing decisions. Research by (Liang et al., 2024; Mohammad et al., 2024; Mustika et al., 2024) confirms that Brand Image tends to dominate over Brand Awareness, a conclusion consistent with the findings in Serang City, where Point Coffee's brand image plays a larger role in attracting consumer interest.

Point Coffee's social media engagement and product innovation also contributed to strengthening its brand image, reflected in positive consumer perceptions of product quality and uniqueness. This supports the theory that exposure to a brand through various communication channels enhances positive perceptions and fosters consumer loyalty.

Moreover, SEM analysis reveals that although Brand awareness plays a role, other factors such as consumer experience and social interaction also influence purchasing decisions. Therefore, Point Coffee’s strategy should focus not only on enhancing brand awareness but also on building a strong brand image through consistent quality and service.

Based on the study's findings, several insights can be drawn in response to the research questions. First, regarding the strength of brand awareness of Point Coffee in Serang City, the analysis shows varying results. Some indicators, such as X1.10, demonstrate a strong influence on brand awareness. However, the impact of brand awareness on purchasing decisions appears to be weaker compared to the influence exerted by brand image. Second, the brand image of Point Coffee in Serang City shows a significant influence on purchasing decisions. Indicators such as X2.10 and X2.3 exhibit

a strong positive relationship with brand image, suggesting that the brand's image plays a substantial role in attracting consumer interest in the region. Third, the influence of brand awareness on purchasing decisions is relatively small, as reflected by an F-square value of 0.010. This indicates that brand awareness contributes minimally to purchasing decisions, although it still holds significance in shaping consumer perceptions and behaviors. Fourth, the influence of brand image on purchasing decisions is considerably stronger. The F-square value of 0.662 highlights the dominant role of brand image in affecting consumer purchasing behavior, emphasizing its importance in marketing strategy. Lastly, in determining which factor is more dominant in influencing purchasing decisions, the results clearly show that brand image outweighs brand awareness.

This study is consistent with previous studies (Bhawika, 2023; Liang et al., 2024; Mohammad et al., 2024; Mustika et al., 2024), which also found that brand image plays a more decisive role in shaping consumer decisions. The study reinforces the understanding that while both brand awareness and brand image are important, brand image is the more critical factor in influencing consumer purchasing decisions. Brand awareness, although less influential, remains a valuable supporting element in the overall branding strategy.

CONCLUSION

Conclusion

The findings of this study reveal that both brand awareness and brand image significantly influence consumers' purchasing decisions regarding Point Coffee in Serang City. Nevertheless, brand image emerges as the more influential factor, suggesting that consumers are more likely to favor brands they associate with positive attributes, modernity, and alignment with their personal expectations.

Given the study's results and its identified limitations, future research is encouraged to examine additional variables that may impact consumer purchasing behavior, particularly within the context of emerging or non-metropolitan regions such as Serang City. Variables such as sensitivity to pricing, local cultural values, and ease of brand access could offer deeper insights into consumer preferences. Further research should also aim to utilize a broader and more heterogeneous sample to improve the external validity and generalizability of findings. Moreover, exploring the effectiveness of different marketing efforts, such as demographic-targeted social media outreach or localized brand activation initiatives, could offer actionable strategies for Point Coffee to strengthen its market engagement.

Additionally, future studies should consider investigating customer loyalty in more depth by evaluating the long-term impact of initiatives like loyalty programs and personalized services on brand commitment. A deeper understanding of these factors would contribute significantly to developing sustainable customer relationships and increasing brand equity in a competitive coffee retail landscape.

Recommendations

Based on the research findings, it is crucial for Point Coffee to prioritize the development of a consistent and relevant brand image that resonates with the preferences of consumers in Serang City. This can be achieved by implementing innovative product and service offerings that cater to local tastes and preferences. To further strengthen brand awareness, Point Coffee should consider strategic marketing initiatives that include market education campaigns. These campaigns should effectively leverage both direct outreach methods and digital platforms to engage potential customers, thereby expanding the brand's reach and visibility. Additionally, Point Coffee is encouraged to monitor consumer feedback and adapt its strategies accordingly, ensuring that the brand remains responsive to the evolving needs of its customer base. Collaborating with local influencers and community events may also enhance brand recognition and create a more personal connection with consumers.

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