



The Influence of Perceived Quality, Brand Image, and Customer Value on Satisfaction Through Purchase Decisions in the Coffee Market: The Moderating Role of Product Availability

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Abstract

The coffee industry in Indonesia is growing rapidly, necessitating a deep understanding of the factors that influence purchasing decisions and customer satisfaction. This study tests a conceptual model linking Perceived Quality, Brand Image, and Customer Value to Customer Satisfaction, using Purchase Decision as a mediator and Product Availability as a moderator. The study is grounded in Expectation Confirmation Theory, which states that satisfaction arises from the alignment between initial expectations and actual experiences. Using quantitative methods, a survey was conducted among 618 coffee consumers in Indonesia. Data were analyzed using Structural Equation Modeling (SEM) with SmartPLS software. The results showed that Perceived Quality, Brand Image, and Customer Value significantly influence Purchase Decision. Furthermore, Purchase Decision indirectly influences Customer Satisfaction through mediation, validating the theory that experiences consistent with expectations create satisfaction. An interesting finding emerged from the Product Availability variable. This variable was not significant in moderating the relationship between Purchase Decision and Customer Satisfaction. This is explained by the competitive market, where consumers have many options. However, Product Availability was significant in strengthening the relationship between Perceived Quality and Customer Satisfaction, indicating that consistent product availability directly shapes initial expectations and quality perceptions. Theoretically, this study contributes by applying a moderated mediation approach within the Expectation Confirmation Theory framework. Practically, these results have strategic implications for coffee shop managers to focus on managing quality perceptions, strengthening the brand, creating added value, and optimizing distribution to enhance consumer loyalty.

Keywords: *Perceived Quality, Brand Image, Customer Value, Purchase Decision, Customer Satisfaction, Product Availability, Expectation Confirmation Theory*

INTRODUCTION

The global coffee industry has undergone a fundamental transformation in the last two decades, triggered by the third wave coffee movement, which treats coffee as more than just a commodity (Lee & Ruck, 2022), rather than cultural products and experiences. This wave emphasizes taste quality, supply chain transparency, and ethical values in production, encouraging consumers to be more aware and selective about what they consume (Bonilla et al., 2025). Perceived quality is a crucial factor in shaping customer loyalty, preferences, and satisfaction with coffee products. Perceived quality is a consumer's subjective assessment of a product's superiority based on a combination of tangible and intangible attributes (Mejri & Bhatli, 2014). The perception of coffee quality in Indonesia is shaped by taste, aroma, presentation, café atmosphere, and brand reputation. The diversity of Indonesian coffees, such as Gayo and Toraja, has excellent potential to create a perception of superior quality (Neilson et al., 2018). However, this advantage has not yet

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fully become a competitive advantage in the national coffee business ecosystem (Alamsyah et al., 2023).

The rapid growth of local coffee shop chains such as Kopi Kenangan, Fore Coffee, and Janji Jiwa shows that the domestic coffee market is transforming into a customer experience-based business model and digitalization (Hermawan et al., 2024b). This study shows that purchasing decisions mediate the relationship between perceived quality, brand image, customer value, and customer satisfaction. Product availability also plays an important role as a moderator, strengthening or weakening the impact of purchasing decisions on satisfaction. If a product is unavailable, high expectations from the purchase decision can turn into disappointment (Landers et al., 2024, Hermawan et al., 2024a). This study fills the gap by examining purchase decisions as a mediator and product availability as a moderator, particularly in the Indonesian coffee industry. Theoretically, the conceptual model of this study was developed with reference to Expectation Confirmation Theory (Oliver, 1980), which explains that customer satisfaction is formed when expectations formed prior to purchase are confirmed or even exceeded by experience. In this case, initial perceptions of quality, brand image, and value will influence consumer expectations, while the decision to purchase becomes a form of confirmation of those expectations. This model is also inspired by Brand Equity Theory (Keller, 1993), which places brand image and perceived value as important foundations in shaping purchasing behavior and customer loyalty. In the last five years, there has been a significant surge in the opening of modern coffee shops in major cities such as Jakarta, Bandung, Yogyakarta, and Surabaya (Maspul, 2023; Hermawan et al., 2024b). More educated urban consumers with access to a wide range of information are beginning to demand more than just a cup of coffee (Ferreira et al., 2021). They want brands that have value, consistent service, and social engagement. This trend shows that psychological and contextual factors play a considerable role in shaping consumer decisions and satisfaction (Leonov et al., 2023).

This research examines the role of the moderating variable of Product Availability in the relationship between Perceived Quality and Customer Satisfaction, which is the best alternative pathway. Perceived Quality of a product has been recognized in creating a concept that builds customer satisfaction (Prasetyo et al., 2022; Mansori, 2018). Customer satisfaction is reached when quality meets availability in a product (Farida, 2023; Ferdiansyah, 2025). Product availability leads to purchasing decisions that result in repeat purchases due to consumer satisfaction in consuming a product that is believed to meet their preferences and needs (Du et al., 2006; Oliver, 2014; Hermawan et al., 2024b). This study has three main questions: Do perceived quality, brand image, and customer value influence consumer purchasing decisions for coffee in Indonesia? Does purchasing decision mediate the relationship between these three variables and customer satisfaction? Using a quantitative Structural Equation Modeling approach, this research contributes both theoretically and practically. Theoretically, the consumer behavior model becomes more comprehensive. Practically, coffee industry businesses, especially UMKM, can use the results for effective marketing and operational strategies. The moderated mediation approach serves as a strategic framework for enhancing customer satisfaction and loyalty.

LITERATURE REVIEW

Expectation Confirmation Theory (ECT)

Expectation Confirmation Theory (Oliver, 1980) is the main framework that explains that customer satisfaction arises from a comparison between initial expectations and actual product performance. In the coffee industry, if the perceived quality exceeds expectations, customers will be satisfied. Conversely, a mismatch between product performance and expectations will lead to dissatisfaction.

Brand Equity Theory

Brand Equity Theory (Keller, 1993) is shaped by dimensions such as awareness and brand association. Brand image is a key element that creates positive associations, influences purchasing decisions, and affects consumer satisfaction, especially through storytelling, sustainability, and innovation. Aaker's (1996) study says that brands that are able to create perceptions of added value through experience, credibility, and uniqueness tend to be more successful in retaining customer loyalty.

Perceived Quality

Perceived quality is defined as consumers' subjective perception of a product's superiority, based on attributes that are considered relevant (Kirmani & Zeithaml, 2013). In the context of coffee, perceived quality includes taste, aroma, serving temperature, bean origin, and even the atmosphere of the café. The third wave trend adds aspects such as narrative, production ethics, and the relationship between farmers, roasters, and consumers. Study of Sihombing (2011) says Perceived quality is the main determinant in shaping customer loyalty at specialty coffee shops in Indonesia.

Brand Image dan Customer Value

Brand image is consumers' perception of a brand, based on experiences and emotional or symbolic associations formed from communication, design, and brand experiences (Keller, 1993). Di sisi lain, Customer value refers to consumers' perception of the benefits obtained compared to the costs or sacrifices incurred (Keller, 2016). Nowadays, urban coffee consumers value not only the product but also the convenience, speed of service, and emotional value of the coffee drinking experience as part of the total value they receive.

RESEARCH METHOD

This study uses a quantitative approach to empirically test the influence of perceived quality, brand image, and customer value on customer satisfaction, with purchase decision as the mediating variable and product availability as the moderating variable. The conceptual model in this study was developed based on Expectation Confirmation Theory (Oliver, 1980) and Brand Equity Theory (Keller, 1993). This study uses a moderated mediation model approach to understand the behavior of coffee consumers in Indonesia. A total of 618 respondents were selected through purposive sampling with specific criteria: consuming coffee at least four days a week and having experience buying at modern coffee shops in the last three months.

Data collection was conducted through an online questionnaire with a 10-point scale. This instrument measures latent variables indirectly. Rather than asking direct questions, this study evaluates a series of indicators related to perceptions, experiences, and attitudes to capture the cognitive processes of respondents. This approach was chosen to reduce perception bias and standard method bias that often arise in direct self-assessment (Dunning et al., 2004). Validity and reliability tests were conducted on all constructs and indicators used. Construct validity was tested using convergent validity and discriminant validity, with the Average Variance Extracted (AVE) indicator required to reach a minimum value of 0.50 (Hair et al., 2014).

Meanwhile, the reliability of the instrument was tested using composite reliability (CR) and Cronbach's Alpha values, with an ideal value of >0.70 (Hair et al., 2014). All analyses were made using SmartPLS software with a variance-based SEM (Partial Least Squares) structural equation model. This approach is expected to produce strong empirical evidence for theoretical models, as well as provide practical contributions to coffee industry players in designing strategies to improve quality, brand image, and customer value.

FINDINGS AND DISCUSSION

Confirmatory Validity Testing is designed to measure the validity of each indicator in accurately defining its variable. Each indicator must have a value greater than 0.70 to be considered valid, with values greater than 0.5 or 0.6 being acceptable (Hair et al., 2014).

Table 1. Loading Factor

Item	PQ	CV	BI	PD	CS	PA	PQ*PA	CV*PA	PD*PA
PQ 01	0.893								
PQ 02	0.855								
PQ 03	0.837								
CV 01		0.714							
CV 02		0.790							
CV 03		0.788							
CV 04		0.700							
CV 05		0.772							
BI 01			0.830						
BI 02			0.821						
BI 03			0.876						
PD 01				0.852					
PD 02				0.815					
PD 03				0.785					
PD 04				0.752					
CS 01					0.802				
CS 02					0.864				
CS 03					0.870				
PA 01						0.716			
PA 02						0.729			
PA 03						0.708			
PA 04						0.766			
PA 05						0.792			
PQ*PA							1.128		
CV*PA								1.168	
PD*PA									1.226

Based on Table 1, the indicator values for the Perceived Quality (PQ) variable have been met, with values > 0.80. The Customer Value variable has also been met > 0.70, and the three indicators for the Brand Image variable have values > 0.80. Similarly, the Purchase Decision variable meets the cutoff with a value >0.70, while the Customer Satisfaction and Product Availability variables have also met the cutoff >0.70. Validity and reliability tests show that all constructs used in the model meet the required statistical criteria. The factor loading values for each indicator are above the threshold of 0.70, indicating that each indicator has a significant contribution in forming the intended latent construct (Hair et al., 2014).

Discriminant validity testing is conducted to test the differences between latent variables and other variables. This testing can be seen from Composite Reliability (CR) and Average Variance Extracted (AVE). The CR value must be >0.70 (Henseler et al., 2012). The AVE value must be > 0.05. (Chin, 1998; Höck, M., & Ringle, 2006). The data presented in Table 2 shows that the Cronbach's Alpha value of all variables is in the range of 0.795–1.000, indicating that the internal consistency

of the variables is fulfilled. Furthermore, the Average AVE has a value range of 0.568–1.000, which has also been fulfilled.

Table 2. Construct Reliability dan Validity

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
PQ * PA	1.0000	1.0000	1.0000	1.0000
CV * PA	1.0000	1.0000	1.0000	1.0000
PD * PA	1.0000	1.0000	1.0000	1.0000
PQ	0.8270	0.8300	0.8970	0.7430
PD	0.8150	0.8200	0.8780	0.6430
CV	0.8090	0.8120	0.8680	0.5680
CS	0.8010	0.8090	0.8830	0.7160
PA	0.7970	0.7980	0.8600	0.5520
BI	0.7950	0.7970	0.8800	0.7100

The Composite Reliability (CR) and Average Variance Extracted (AVE) values for all variables are above the recommended minimum values of 0.70 and 0.50, confirming that the construct has adequate internal reliability and convergent validity (Fornell & Larcker, 1981). In Model Fit Testing, there are the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI). SRMR is a measure of absolute fit value, with a value of 0 indicating a perfect fit, and a good fit value being when SRMR is <0.80 (Hu, L. T., & Bentler, 1999). Based on Table 4, the SRMR value is 0.057, which is considered good because it is less than 0.80. Then, the Chi-Square value is considered a good fit if it is >3,000 (Hooper et al., 2008). NFI value by Heise and Bohrnstedt (1970) stated that to be a good fit if it is above 0.95, and if the value is still within the range of 0.80–0.90, it can be said to be a marginal fit (Junaidi, 2021). Table 4 shows that the NFI value was in the marginal fit category because its value was 0.820.

Table 4. Model Fit

	Saturated Model	Estimated Model
SRMR	0.057	0.06
Chi-Square	1288.501	1292.071
NFI	0.820	0.819

The results of the hypothesis testing can be seen as below:

Hypothesis testing is analyzed using the Original Sample (O) test, which examines the direction of the relationship between the independent and dependent variables. If the Original Sample value is positive, then the relationship is also positive. Furthermore, the T-statistic value can be accepted if it is >1.96 (Dibiku, 2023), and P-values determine whether the independent variable affects the dependent variable, provided that the significance level is <0.05 (Ghozali, 2015; Sarstedt et al., 2022).

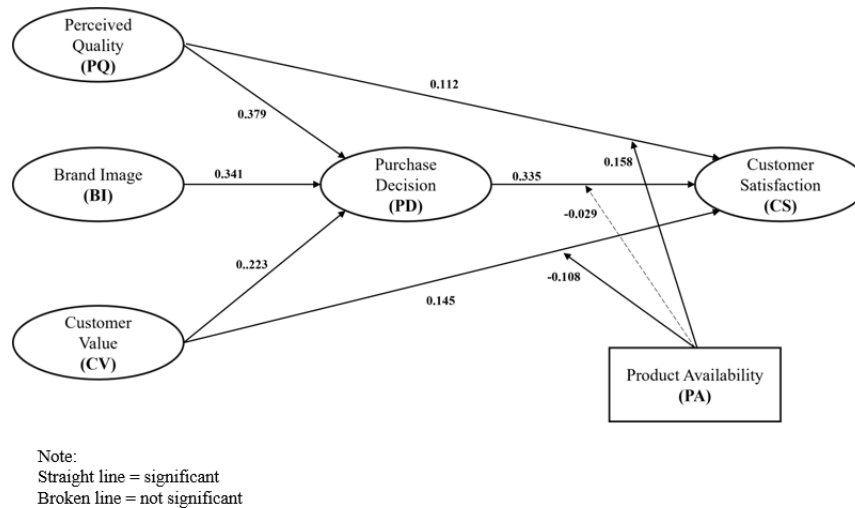


Figure 1. Hypothesis Testing

Table 5. Direct Effect Hypothesis Testing Result

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Decision
PQ-> PD	0.379	9.669	0.0000	Accepted
BI-> PD	0.341	7.830	0.0000	Accepted
PD-> CS	0.335	5.506	0.0000	Accepted
CV->PD	0.223	5.847	0.0000	Accepted
PA -> CS	0.178	3.844	0.0001	Accepted
PQ*PA->CS	0.158	3.365	0.0010	Accepted
CV ->CS	0.145	2.972	0.0030	Accepted
PQ->CS	0.112	2.040	0.0410	Accepted
PD*PA->CS	-0.033	0.667	0.5050	Rejected
CV*PA->CS	-0.108	2.2278	0.0220	Accepted

Perceived Quality → Purchase Decision

The relationship between Perceived Quality and Purchase Decision shows the most decisive influence with an original sample value of 0.379, a T-statistic of 9.669, and a p-value of 0.000. This finding is consistent with previous studies stating that consumer perceptions of quality are a significant factor in driving purchase intent and decisions, as stated by [Chang and Wildt \(1994\)](#), and reconfirmed by [Santoso et al. \(2023\)](#) and [Alita et al. \(2023\)](#).

Brand Image → Purchase Decision

Brand Image also showed a significant influence on Purchase Decision with a value of O = 0.341, T = 7.830, and P < 0.001. These results reinforce the previous findings of [Aaker \(1996\)](#), which state that brand perception helps create brand preference and trust.

Customer Value → Purchase Decision

The relationship between Customer Value and Purchase Decision is also significant (O = 0.223, T = 5.847, P = 0.000). This finding aligns with [Monroe's \(1990\)](#) research, which states that perceptions of relative benefits compared to costs directly shape customer value and lead to purchasing behavior. In the coffee industry, customer value is determined by emotional

experiences, reasonable prices, and the functional benefits offered.

Purchase Decision → Customer Satisfaction

The relationship between Purchase Decision and Customer Satisfaction shows a strong influence with a value of $O = 0.335$, $T = 5.506$, $P < 0.001$. These results are consistent with the Expectation Confirmation Theory model (Oliver, 1980), which shows that purchasing decisions based on confirmed expectations will lead to satisfaction, and customer loyalty will come from that experience.

Perceived Quality → Customer Satisfaction (Direct and Indirect)

The direct relationship between Perceived Quality and Customer Satisfaction is also significant but relatively weaker ($O = 0.112$, $P = 0.041$). However, when mediated by Purchase Decision, the relationship becomes stronger ($O = 0.129$, $T = 5.112$, $P = 0.000$). These findings indicate that the influence of perceived quality on customer satisfaction is indirect and substantially mediated by the decision-making process. Theoretically, this expands on the findings from Cronin Jr. and Taylor (1992), who say that the effect of quality on satisfaction is often not direct, but rather through the experience gained after purchase.

Brand Image and Customer Value on Customer Satisfaction through Purchase Decision

Brand Image and Customer Value also show an indirect influence on Customer Satisfaction through Purchase Decision with significant values of $O = 0.116$ and $O = 0.077$, respectively. This supports the study by Kotler and Keller (2016) regarding satisfaction. Based on Table 5, the results of all hypotheses were accepted except for the moderating variable of Product Availability in the relationship between Purchase Decision and Customer Satisfaction because the p-value was 0.505, which is less than 0.05.

Product Availability as a Moderating Variable

In the moderation test of Product Availability on the relationship between Purchase Decision on Customer Satisfaction, the hypothesis was rejected ($P = 0.5050$). The test showed that product availability did not significantly moderate the relationship between purchase decision and customer satisfaction. However, product availability was found to strengthen the relationship between Perceived Quality ($P = 0.001$) and Customer Value ($P = 0.0220$) with customer satisfaction.

CONCLUSIONS

The results of the structural analysis show that Perceived Quality, Brand Image, and Customer Value significantly influence Purchase Decision, which in turn has a positive impact on Customer Satisfaction. These findings are consistent with Expectation Confirmation Theory and extend it by highlighting the role of Purchase Decision as a link between expectations and experiences. Specifically, Perceived Quality is the strongest predictor of purchase decisions, confirming that perceived quality is the dominant factor in driving consumers to buy. Brand Image and Customer Value also have a significant influence, indicating that consumer preferences are not only based on the product but also on the brand image and the value they receive. However, testing the moderating role of Product Availability yields interesting results, as this variable is not significant in strengthening the relationship between Purchase Decision and Customer Satisfaction. Practically, this study suggests that coffee business managers should focus on building strong perceptions of quality, value, and brand image so that authentic consumption experiences can be designed. The study successfully proves that the three exogenous variables influence satisfaction through purchase decisions, while also highlighting the contextual role of Product Availability.

LIMITATIONS & FURTHER RESEARCH

This study employs a quantitative approach, using a Likert scale survey to emphasize respondents' perceptions, but it does not delve into qualitative dimensions such as emotional motivation or consumer narratives about coffee. In addition, the research sample was limited to urban coffee consumers in Indonesia with a minimum consumption intensity of four times a week. This limitation reduces the generalization of the results to rural consumer segments or those with lower consumption intensity.

A mixed methods approach in future studies could enrich the findings by providing a broader contextual understanding. Further studies could also expand the sample coverage to include consumers in coffee-producing areas or rural settings to examine whether purchasing behavior patterns differ based on socioeconomic and cultural backgrounds.

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