



## When do Consumers Decide to Buy? Moderating Role of Perceived Quality

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### Abstract

The increasingly tight competition in the Indonesian coffee industry demands a deep understanding of the factors that influence purchasing decisions. This study analyzes the influence of Consumer Value, Consumer Trust, and Product Variety on Purchase Decisions, with Perceived Quality as a moderating variable. An associative quantitative approach with moderation analysis was used on 675 urban coffee consumers who consume coffee at least four times per week, using a Likert scale questionnaire of 1–6. The classical assumption test showed no multicollinearity ( $VIF < 10$ ) or heteroscedasticity ( $Sig. > 0.05$ ). Although the data were not normally distributed, regression analysis was still feasible due to the large sample size. The results of multiple regression show that Consumer Value ( $\beta = 0.337$ ;  $p < 0.001$ ), Consumer Trust ( $\beta = 0.164$ ;  $p < 0.001$ ), and Product Variety ( $\beta = 0.173$ ;  $p < 0.001$ ) have a significant positive effect on Purchase Decision, with Consumer Value as the strongest predictor. The Moderated Regression Analysis (MRA) test revealed that Perceived Quality significantly strengthens the relationship between Consumer Trust and Purchase Decision ( $\beta = 0.125$ ;  $p < 0.001$ ), but does not moderate the influence of Consumer Value or Product Variety. These findings strengthen the commitment-trust and means-end models by demonstrating the synergistic role of perceived quality in enhancing the influence of trust on purchasing decisions. Practically, coffee businesses need to maintain high-quality perceptions through quality assurance, certification, and product consistency to maximize the impact of trust, while maintaining product value and variety for competitive advantage.

**Keywords:** *Perceived Quality, Consumer Value, Consumer Trust, Purchase Decision, Coffee Consumer*

### INTRODUCTION

Coffee is a popular beverage worldwide, including in Indonesia, where it has become a lifestyle and a symbol of social interaction for some. Moderate coffee consumption has been shown to improve work and cognitive performance (Camfield et al., 2014). Indonesia has significant potential as a coffee producer thanks to its geographical location, tropical climate, and high altitude, which support its cultivation. Besides being an export commodity, coffee drives economic growth, particularly in the creative and culinary industries. In the past decade, the coffee industry has grown rapidly through the emergence of modern coffee shops, unique local brands, and innovative presentations and packaging that have expanded the market. However, increasing competition demands a thorough understanding of the factors influencing purchasing decisions.

Three key variables frequently studied in consumer behavior are Consumer Value, Consumer Trust, and Product Variety, which play a crucial role in shaping purchasing intentions and decisions, including in the coffee industry. Consumer Value refers to consumers' perceptions of the balance between perceived benefits and sacrifices, whether in terms of price, time, or effort (Zeithaml, 1988). High value not only encourages initial purchases but also repeat purchases because consumers feel satisfied and receive commensurate benefits. In the context of coffee, this includes taste, aroma, packaging, the purchasing experience, and the appropriateness of price for quality. Meanwhile, Consumer Trust is the foundation of long-term relationships between

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consumers and brands, formed when consumers believe producers fulfill quality promises, maintain integrity, and act in the customer's best interests. In the coffee industry, trust is built through consistent taste, bean quality, authenticity certification, and transparency of production process information, which in turn foster loyalty and positive recommendations.

Consumer trust is another important factor, namely the belief that a brand delivers on its promises of quality, maintains integrity, and prioritizes customers. In the coffee industry, trust is built through consistent taste, bean quality, authenticity certification, and transparency. High levels of trust encourage repeat purchases and recommendations to others.

This study uses the Means-End Model (Gutman, 1982) theoretical perspective, which explains the relationship between attributes, consequences, and value in the form of a chain. In the context of this study, Consumer Value is positioned as the final benefit that consumers expect from coffee products, Consumer Trust as an emotional and cognitive bridge that strengthens the brand-consumer relationship, Product Variety as an attraction that expands choices, and Perceived Quality as a determinant of the intensity of the influence of these three variables on purchasing decisions. This framework provides a more comprehensive and contextual analysis of consumer behavior in the dynamic coffee market.

## **LITERATURE REVIEW**

### **Teori Means-End Model**

The Means-End Model theory introduced by Gutman (1982) explains that consumers view products not only based on their physical attributes, but also on the ability of those attributes to provide benefits that ultimately fulfill their personal values. Within this framework, product attributes function as means that produce functional and emotional consequences, which are then connected to the consumer's goals or final values. This process demonstrates that purchasing decisions are the result of a multi-layered relationship between product characteristics, perceived benefits, and the achievement of personal values.

This model is relevant for understanding how consumers make decisions. Coffee attributes such as flavor, bean type, packaging, and presentation variety shape the consumer's initial experience. Attributes such as flavor, bean type, packaging, and presentation variety shape the consumer's experience. If these attributes lead to satisfying consequences, for example, a pleasant taste, increased energy, or an improved mood, consumers perceive personal values such as convenience, pride, or lifestyle satisfaction as being fulfilled. This value is influenced by brand trust, which assures consistent positive experiences. Product variety allows consumers to find a combination of attributes that match their preferences, but the benefits are diminished if perceived quality is low. Perceived Quality plays a role in strengthening the belief that attributes actually deliver positive consequences, while low perceived quality can weaken this relationship. Thus, the Means-End Model explains the interaction of Consumer Value, Consumer Trust, Product Variety, and Perceived Quality in shaping coffee purchasing decisions, and asserts that purchases occur when consumers see a clear connection between product attributes and the achievement of end values that are important to them.

### **Consumer Value**

According to Zeithaml (1988), consumer value is a consumer's overall perception of a product's utility based on an evaluation of what is received (benefit) compared to what is sacrificed (cost) to obtain it. This value is subjective because it is influenced by the needs, experiences, and expectations of each consumer (D'Alessandro et al., 2015). Zeithaml emphasized that consumers consider not only price, but also quality, convenience, and other emotional factors in determining the value of a product or service. In more detail, benefits include functional (product usefulness),

emotional (feelings evoked), social (social status), and economic (cost savings). Meanwhile, costs include money spent, time, effort, and other costs associated with purchasing and using a product or service.

### **Consumer Trust**

According to [Morgan and Hunt \(1994\)](#), customer trust is the confidence and trust customers have in a company, business, or brand. This trust arises when customers believe a company will fulfill its promises, maintain quality, and act with integrity. Customer trust is crucial to business success because it can lead to loyalty, customer retention, and positive recommendations ([Hong & Cho, 2011](#); [Nosi et al., 2021](#)). Elements that build consumer trust in food and beverage products include product quality, information transparency, brand reputation, customer service, and halal certification.

### **Product Variety**

According to [Kotler and Keller \(2016\)](#), product variety refers to the different types, styles, or models of products a company offers to consumers. This variety can include differences in size, price, appearance, features, or a combination of these factors ([Kressmann et al., 2006](#)). Companies create product variety to meet various consumer preferences and increase competitiveness in the market.

### **Perceived Quality**

Perceived quality is a consumer's subjective assessment of the overall quality of a product or service, reflecting the extent to which the product meets or exceeds consumer expectations, rather than an objective measure of quality ([Ariffin et al., 2018](#)). According to [Kirmani and Zeithaml \(2013\)](#), in the context of coffee, perceived quality refers to consumers' subjective assessment of coffee quality based on perception and experience, encompassing not only physical attributes such as taste and aroma, but also factors such as price, brand, reputation, and overall experience. [Sihombing's \(2011\)](#) study found that perceived quality is a major determinant in shaping customer loyalty at specialty coffee shops in Indonesia.

### **Purchase Decision**

According to [Schiffman and Kanuk \(2010\)](#), a purchase decision is the stage in the consumer decision-making process where an individual selects a product or service based on an evaluation of available alternatives. This decision is influenced by various internal factors such as attitudes, perceptions, and motivations, as well as external factors such as the social, cultural, and marketing environment ([Bizrate Insights, 2021](#)). This theory explains that purchasing decisions are not instantaneous but rather the result of a series of processes, starting from need recognition, information search, alternative evaluation, and finally, the purchase decision and post-purchase evaluation.

### **Research Gap**

The Indonesian coffee industry literature is generally limited to linear analysis between variables, without integrating mediation and moderation into a single model. No studies have simultaneously examined Consumer Value, Product Variety, and Consumer Trust, while also considering the moderating role of Perceived Quality. Yet, perceived quality can explain variations in the influence of these three variables across various market contexts. This study fills this gap by examining how Perceived Quality moderates their relationship to Purchase Decision.

## RESEARCH METHOD

This study used a quantitative approach with an associative design and moderation analysis to examine the influence of Consumer Value, Consumer Trust, and Product Variety on Purchase Decisions, and to explore the role of Perceived Quality as a moderating variable. The study population was coffee consumers in Indonesia who actively purchase and consume coffee, using a purposive sampling technique based on the criterion of consuming at least four times per week. A total of 675 respondents met the criteria, the majority of whom were urban coffee consumers aged 20–30 years. Data were collected using a six-point Likert-scale questionnaire, covering five Product Variety items, three Consumer Value items, three Consumer Trust items, five Purchase Decision items, and a Perceived Quality indicator.

Validity tests showed all indicators were valid (Sig. <0.05), and reliability met the minimum limit ( $\alpha > 0.7$ ) for Consumer Value and Consumer Trust (Hair et al., 2014). Analysis used SPSS with classical assumption tests covering normality, multicollinearity, and heteroscedasticity. Although the data were not normally distributed, linear regression was still used due to its robustness in large samples. No multicollinearity issues were found (VIF <10), and the assumption of homoscedasticity was met. The direct effect was tested through multiple linear regression, while the moderation test was conducted using Moderated Regression Analysis (MRA) to see the role of Perceived Quality in strengthening or weakening the relationship between variables (Hair et al., 2014).

## FINDINGS AND DISCUSSION

### Respondent Profile

The respondent profiles in this study reflect the characteristics of active urban coffee consumers in Indonesia. A summary of the respondent profiles is presented in the following table:

**Table 1.** Respondent Profile

Aspect	Male (%)	Female (%)	Note
Respondent Percentage	51.1%	48.9%	The majority of men are slightly more than women
Age Range	20–30 years	20–30 years	Dominant age range for all respondents
Favorite Type of Coffee	Robusta (31.4%)	Robusta (28.9%)	Arabica is also in demand (17.5% of men; 17.6% of women)
Smoking Style	Conventional (20.1%), Vape (6.7%)	No Smoking (45.5%)	Men smoke more; women mostly don't smoke
Favorite Mobile Phone	iPhone (12.6%), Samsung (10.3%)	iPhone (16.0%), Samsung (11.6%)	Both genders are dominant on the same brand
Favorite Music Style	Pop (15.9%), Dangdut (7.6%)	Pop (25.6%), Kpop (5.2%)	Pop is most popular with all genders
Favorite Clothing Style	Shades (20.7%), Earth Tones (11.9%)	Earth Tones (15.6%), Neutral Tones (12.6%)	Men prefer Shades; women are more diverse

Source: Process data with SPSS

Based on Table 1, the proportion of men (51.1%) and women (48.9%) is almost equal, allowing marketing strategies to be directed evenly. The 20–30 age group constitutes the largest segment, indicating that the younger generation is the primary consumer in line with coffee culture trends. Robusta dominates the choice (31.4% of men; 28.9% of women), followed by Arabica (17.5% of men; 17.6% of women), indicating an appreciation for strong flavors as well as light and aromatic characteristics. Men smoke more (conventional 20.1%; vape 6.7%), while the majority of women (45.5%) do not smoke, potentially influencing coffee variant preferences. Gadget use is dominated by iPhones (12.6% of men; 16% of women) and Samsung (10.3% of men; 11.6% of women), reflecting the upper-middle market. Pop music is the main favorite, followed by dangdut for men (7.6%) and K-pop for women (5.2%). In terms of clothing style, men prefer shades (20.7%) and earth tones (11.9%), while women tend to prefer earth tones (15.6%) and neutral tones (12.6%), which can be integrated into branding strategies.

### Normality Test

To assess whether the data is normally distributed, a normality test is first performed. The results of this test are presented in Table 2 below:

**Table 2.** Normality Test Result

Variable	Kolmogorov-Smirnov (Sig.)	Shapiro-Wilk (Sig.)
MPV	0.000	0.000
MCV	0.000	0.000
MCT	0.000	0.000
MPD	0.000	0.000

Source: Process data with SPSS

Based on the analysis results, the data in this study were not normally distributed, as indicated by the normality test and the 1-sample Kolmogorov-Smirnov test. However, linear regression can still be used because this method is quite robust to violations of the normality assumption, especially if the sample size is large enough (Fornell & Larcker, 1981).

### Multicollinearity Test

After conducting a normality test, a multicollinearity test is necessary to identify any multicollinearity issues in the regression model. The results of the multicollinearity test are presented in Table 3 below:

**Table 3.** Multicollinearity Test Result

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.528	0.14	-	10.93	0	-	-
MPV	0.173	0.031	0.226	5.577	0	0.487	2.054
MCV	0.337	0.032	0.366	10.641	0	0.674	1.485
MCT	0.164	0.032	0.213	5.141	0	0.466	2.147

Source: Process data with SPSS

The multicollinearity test showed no signs of multicollinearity in the model. This is indicated by the VIF values for all independent variables being below 10 (Fornell & Larcker, 1981; Hair et al., 2014). Thus, Consumer Value (CV), Consumer Trust (CT), and Product Variety (PV) can

be used simultaneously in the regression model without interfering with each other.

### Heteroscedasticity Test

To test whether there is inequality in the variance of residuals from one observation to another, a heteroscedasticity test is necessary. The results of this test are presented in Table 4 below:

**Table 4.** Heteroscedasticity Test Result

Variable	B	T	Sig.	Tolerance	VIF
MPV	-0.022	-0.141	0.888	0.487	2.054
MCV	0.041	0.261	0.794	0.674	1.485
MCT	-0.001	-0.004	0.997	0.466	2.147

Source: Process data with SPSS

The heteroscedasticity test results show no specific pattern in the residual distribution, with a significance value above 0.05 (Hair et al., 2014). This indicates that the homoscedasticity assumption is met, thus the regression model is statistically reliable.

### Linearity Test

The linearity test aims to determine whether the relationship between two or more variables is significantly linear. The results will determine the suitability of using a linear regression model (Hair et al., 2014). The results of the linearity test are presented in Table 5 below.

**Table 5.** Linearity Test Result

Moderation Variable	F (Linearity)	Sig. (Linearity)	F (Deviation from Linearity)	Sig. (Deviation)	Note
MPV	316.627	0	2.206	0.007	Significant, non-linear relationship
MCV	370.499	0	0.979	0.476	Significant linear relationship
MCT	333.17	0	3.613	0	Significant, non-linear relationship

Source: Process data with SPSS

The linearity test found that the relationship between Purchase Decision (PD) and Consumer Value is linear, but the relationship between PD and Consumer Trust and Product Variety is nonlinear. This indicates that only Consumer Value consistently directly influences purchasing decisions in a linear relationship.

### Validity Test

Validity testing is the process of ensuring that a research instrument (such as a questionnaire) actually measures what it is supposed to measure. The results of the validity testing are presented in Table 6 below:

**Table 6.** Validity Test Result

Variable	Total Item	Range Sig. (2-tailed)	Note
MPV	5	0.000 – 0.000	All Valid
MCV	3	0.000 – 0.000	All Valid
MCT	3	0.000 – 0.000	All Valid
MPD	5	0.000 – 0.092	4 valid, 1 not valid

Source: Process data with SPSS

The results of the validity test show that all independent variables are valid (sig value < 0.05), which means that each indicator is able to measure its construct well (Hair et al., 2014).

### Reliability Test

Reliability testing is used to ensure the collected data is accurate and reliable for decision-making (Hair et al., 2014). The results of the reliability testing are shown in Table 7. Based on the reliability test results, all variables were reliable ( $\alpha > 0.7$ ).

**Table 7.** Reliability Test Result

Variable	Cronbach's Alpha	Standardized Alpha	Total Item	Note
MPV	0.822	0.822	4	Reliable
MCV	0.769	0.775	5	Reliable
MCT	0.689	0.714	3	Reliable
MPD	0.558	0.594	5	Reliable

Source: Process data with SPSS

### Multiple Linear Regression Test (t-Test)

Next, to determine the direction and extent of influence of the independent variable on the dependent variable, a multiple linear regression test was carried out, the results of which are presented in Table 7 below:

**Table 7.** Multiple Linear Regression Test Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	1.528	0.14		10.93	0
MPV	0.173	0.031	0.226	5.577	0
MCV	0.337	0.032	0.366	10.641	0
MCT	0.164	0.032	0.213	5.141	0

Source: Process data with SPSS



The regression equation obtained is as follows:

$$PD = 1,528 + 0,173PV + 0,337CV + 0,164CT$$

The equation shows that all independent variables have a positive effect on Purchase Decision, with the highest coefficient for Consumer Value. This confirms that perceived consumer value is the strongest factor influencing purchase decisions, as it creates positive perceptions and increases confidence that the product is worth purchasing. This finding aligns with [Gumilar et al. \(2023\)](#), who stated that customer value has a positive and significant effect on purchase decisions.

Customer trust has a significant positive effect on purchase decisions, indicating that trust in a coffee brand, from taste consistency to quality, is a key determinant of purchase. This trust drives loyalty, especially when consumers perceive the distinctive taste, attractive packaging, and emotional or lifestyle value offered as worth or exceeding the price. This finding aligns with [Islahiyah & Utama \(2023\)](#) findings on Kopi Kenangan consumers in West Jakarta and [Liusito et al. \(2020\)](#).

Product variety has a significant positive effect on purchasing decisions. Variations in bean types, brewing methods, package sizes, and flavors make it easier for consumers to find suitable options and provide the experience of trying new things. This finding is consistent with [Putra & Mawarti \(2023\)](#), [Amanda and Lestari \(2023\)](#), and [Setiawan & Ghozali \(2021\)](#), who show that product variety has a significant positive effect on purchasing decisions.

### Moderation Test

A moderation test was conducted to examine the role of Perceived Quality in strengthening or weakening the relationship between Consumer Value, Consumer Trust, and Product Variety on Purchase Decisions. This analysis provides a comprehensive overview of consumer behavior dynamics. The results are presented in Table 8 below:

**Table 8.** Moderation Test Result

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.559	.184		13.920	.000
MCV	.462	.125	.501	3.698	.000
MCT	-.487	.167	-.632	-2.915	.004
MPV	.207	.156	.270	1.328	.185
CV_PQ	-.040	.027	-.404	-1.474	.141
PV_PQ	-.028	.033	-.312	-.830	.407
CT_PQ	.125	.035	1.377	3.541	.000
a. Dependent Variable: MPD					

Source: Process data with SPSS

Based on Table 8, Perceived Quality moderates the relationship between Consumer Trust and Purchase Decision. Increased perceived quality strengthens consumer trust, thus driving purchase decisions. Trust in a brand is sensitive to quality; when quality is perceived as high, trust is strengthened. This finding aligns with [Wulandari & Nugroho \(2022\)](#), who showed that Perceived Quality strengthens the relationship between Brand Trust and Purchase Decision.

Perceived Quality does not moderate the relationship between Consumer Value and



Purchase Decision. An increase or decrease in perceived quality does not affect consumer perceived value, as perceived value is subjective and influenced by individual needs, preferences, and context. Even if PQ is high, if the product does not meet needs, value remains low. PQ also does not moderate the relationship between Product Variety and Purchase Decision; high quality does not necessarily strengthen the effect of product variety, as too many choices can lead to confusion (choice overload) or indecision.

## CONCLUSIONS

This study proves that Consumer Value, Consumer Trust, and Product Variety have a significant positive effect on Purchase Decisions of coffee consumers in Indonesia, with the largest influence on Consumer Value. Moderation tests indicate that Perceived Quality only strengthens the relationship between Consumer Trust and Purchase Decisions, but does not moderate the influence of Consumer Value or Product Variety. The managerial implication is that coffee shops need to focus on creating consistent consumer value through taste, aroma, atmosphere, and service, and strengthening trust through consistent quality and quality certification. Packaged coffee companies can differentiate through product and packaging innovation accompanied by a high-quality reputation, quality labels, organic certification, or geographical indications. Coffee MPIGs need to promote geographical origins as a credible quality signal and educate consumers about the uniqueness of regional coffees. Integrating strategies for value enhancement, trust building, product variety, and managing quality perceptions effectively will maximize purchasing opportunities in an increasingly competitive coffee market.

## LIMITATIONS & FURTHER RESEARCH

This study is limited by its cross-sectional design, which does not capture the evolving dynamics of consumer perceptions and coffee purchasing decisions over time. The use of self-reported data may also be influenced by social or cognitive bias, and the focus on the Indonesian market limits the generalisability of the findings to other cultural or market contexts. Future research could adopt longitudinal or experimental approaches to capture changes in consumer behavior over time, conduct cross-country comparisons to examine cultural influences, and integrate mixed methods to reduce potential bias. Moreover, as the moderating role of perceived quality was only partially supported, further studies may explore alternative mechanisms such as brand experience or consumer knowledge, as well as the role of digital marketing in shaping coffee purchase decisions.

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