

The Impact of Brand's Name, Product Quality, and Product Price to Consumer's Purchase Intention at The Coffee Bean & Tea Leaf Summarecon Mall Serpong

Azharayu Meigamaharatu¹, Jessica Claudia², and Vasco Adato H. Goeltom³

^{1,2,3}Universitas Pelita Harapan

¹ayu_meigaa@yahoo.com

²jessicaclaudiaa@gmail.com

³vasco.goeltom@uph.edu (Corresponding author)

ABSTRACT

This research was conducted to determine the relationship between brand's name, product quality and product price on consumer's purchase intention at The Coffee Bean & Tea Leaf Summarecon Mall Serpong. Descriptive analysis and quantitative associative hypothesis testing were used in the research. To answer research questions, a one-shot (cross-sectional) time horizon is used. The unit of analysis used is the individual and real setting environment. The data used in this study were collected through an instrument in the form of an electronic questionnaire, namely Google Form, with a sample size of 257 respondents who are customers of The Coffee Bean & Tea Leaf. This study uses the Statistical Package for the Social Sciences (SPSS) analysis method. The results of this study indicate that brand name has a positive effect on consumer purchase intention, product quality has a positive effect on consumer purchase intention, and product price has a positive effect on consumer purchase intention.

Keywords: *Brand Name, Product Quality, Product Price, Consumer Purchase Intention*

INTRODUCTION

Tourism is a social, cultural and economic concept used to describe people traveling to countries or areas outside of their normal environment for pleasure or business. Guests (tourists or excursionists; residents or non-residents) are referred to as visitors, and tourism refers to their activities, some of which include tourism spending (UNTWO, 2008).

Tourism has long been thought to be important for economic development, especially in developing countries, as well as its ability to alleviate poverty (Bryden, 1973; Clancy, 1999; Scheyvens, 2007). This is based on the trickle-down theory, which states that increased tourism leads to increased economic growth, which ultimately benefits the poorer section of the community. According to Copeland (1991), the main method by which an increase in the relative value of non-traded goods and services purchased by foreign tourists in the destination country impacts the national welfare (Sahil & Nowak, 2007). This rise in the relative cost of the host country's exports to imports has been shown to result in an increase in national welfare in terms of real income. While some previous studies such as Hawkins and Mann (2007) and Sinclair (1998), argued that this was not the issue, empirical evidence on the poverty-reducing potential of tourism growth remains mixed to date (Croes, 2014; Croes & Vanegas, 2008; Klytchnikova & Dorosh, 2013; Saayman, Rossouw, & Krugell, 2012; Vanegas, Gartner, & Senauer, 2015) as quoted in Mahadevan & Suardi (2017).

According to Wibowo, L. A. (2008) The term "accommodation" refers to a spot where visitors can stay for a short period of time while visiting a tourist attraction. A hotel is a

category of commercially managed lodging that uses part or more of a building to provide lodging, food and beverage, and other public services. The most important component of the destination tourism product is accommodation, which has a significant impact on the number and form of visitors who come to the region. Indeed, not only does tourists' satisfaction with their accommodations play a role in their overall satisfaction with their vacation, but it also plays a role in their holiday experience. It can also bring authenticity to the experience, if the lodging in a stately home, palace, chateau, or farmhouse (Goodall, B. , 1989).

A restaurant is a business that specializes in serving food and beverages. Restaurants are everywhere, there are restaurants inside hotels, offices and many also standalone outside the building (Hutama, C. S. W. 2019). It was discovered that restaurant owners compete primarily on style, a broad term that includes elements of service, decor, price, and the atmosphere generated by the combination of these elements, as well as the customer's attire and behavior (Auty, S. 1992).

Nowadays, coffee plays a significant role in the Indonesian people's economic growth. Around 92 percent of coffee production is currently controlled by small farmers or cooperatives (AEKI 2016). This percentage has piqued the interest of many Indonesian in using coffee as a business commodity.

Currently the growth of the food and beverage business is still recorded as high growth in various parts of the world and will always grow. Many stores sell a variety of food and beverage items. (Nonto, 2006) as quoted in (Mandasari & Adithama, 2011). The beverage industry in Indonesia has grown rapidly in recent times, as quoted from Kompas, 2019 (kompas.com, 2018).

According to the Secretary of the Association of Indonesia Coffee Exporters (AEKI, 2016) in East Java, Ichwan Nursidik, this is because coffee cafes in Indonesia modify the way of serving coffee. Another factor is the change in people's lifestyles that encourages coffee cafes or coffee shops to develop in recent years.

The Coffee Bean & Tea Leaf that we are going to use as our research object is the one located in Gading Serpong which is The Coffee Bean & Tea Leaf Summarecon Mall Serpong with the address: Summarecon Mall Serpong GF- 19, Jl. Boulevard Gading Serpong Blok AA4 No. 39 - 45, Tangerang, Banten, 15157.

Figure 1
Sales Analysis of The Coffee Bean & Tea Leaf Summarecon Mall Serpong)

	Q1 2019	Q1 2020	Q2 2019	Q2 2020	Q3 2019	Q3 2020	Q4 2019	Q4 2020
Total Customer	9.131	5.403	10.330	231	8.969	2.725	9.172	3.845
Gross sales	1.303.734.733	827.595.080	1.516.868.254	35.721.187	1.263.069.366	445.864.247	1.329.017.744	685.091.692

Source: The Coffee Bean & Tea Leaf, 2021

Based on the data above (Figure 1) it is seen that there is a decline in sales at the coffee bean & tea leaf in 2020 compared to 2019. During the 1st quarter of 2019 and 2020, there is a difference of 3.728 of customers and Rp. 476.139.653 of gross sales. 2nd quarter of 2019 and 2020, there is a difference of 10.099 of customers and Rp. 1.481.147.067 of gross sales. 3rd quarter of 2019 and 2020, there is a difference of 5.971 of customers and Rp. 817.205.119 of

gross sales. While the 4th quarter of 2019 and 2020, there is a difference of 5.327 of customers and Rp. 643.926.052 of gross sales.

According to (Bass and Wilkie, 1973) as quoted in (Kim, D., Magnini, V. P., & Singal, M. (2011). It says that one of the factors consumers consider purchasing the products is the brand. When customers consider a brand name to be an important factor in restaurant selection, it is linked to brand loyalty (Baloglu, 2002; Dick and Basu, 1994; Mattila, 2001), as quoted in Kim, D., Magnini, V. P., & Singal, M. (2011). According to Tse, Sin and Yim (2002) Consumers associate a high degree of crowdedness with a positive reputation, high food quality, and a low price, both of which attract customers to the restaurant. (Finkelstein, 1989: 59) as quoted in (Auty, 1992) not only food type and food quality are the most important, but a restaurant's image and atmosphere are influential factors in the restaurant decision.

This phenomenon triggers the interest of authors to research about consumer's purchase intention towards The Coffee Bean & Tea Leaf because it refers to a customer's attitude toward a particular buying behavior as well as the customer's willingness to pay. This is basically a signal of consumer buying habits (Wu, P. C., et al. (2011).

According to Kinnear and Taylor (1995) as quoted in Faradiba, F., & Astuti, S. R. T. (2013), Purchase intention is the stage of a respondent's tendency to behave before making a purchase decision. The results of other research at Warung Bebek Gendut Semarang conducted by Faradiba, F., & Astuti, S. R. T. (2013) and research at Pondok Indah Ranch Market conducted by Saidani, B., & Arifin, S. (2012) on quality variables product and service quality. It proves that product quality and service quality affect repurchase interest. This is shown by the number of good responses from the respondents for each of the research variables. There is a research gap between the research conducted by Tajuddien, R., et al (2015) the research shows that there is a negative impact between product quality and purchase intention. However, research conducted by Jufidar, J., Abbas, F., & Safwadi, I. (2019) succeeded in proving that the perception of product quality has a significant effect on purchasing intention.

This research is inspired by Mirabi, V., Akbariyeh, H. and Tahmasebifard, H. (2015). The objects and samples used are different from those used on the previous research so that it is possible to have different results. This research also uses The Coffee Bean & Tea Leaf as the research object because in the current era in Indonesia, there are more and more people who consume coffee in their daily lives. The main objective of this research is to identify the relationship between brand name, product quality, and product price against consumer's purchase intention at The Coffee Bean & Tea Leaf Summarecon Mall Serpong.

The problem formulated for this research are:

1. Does brand name have a significant impact on consumer's purchase intention?
2. Does product quality have a significant impact on consumer's purchase intention?
3. Does product price have a significant impact on consumer's purchase intention?

The purpose of this study is to be able to obtain the following analysis:

1. To analyse whether brand name affects consumer's purchase intention.
2. To analyse whether product quality affects consumer's purchase intention.
3. To analyse whether product price affects consumer's purchase intention.

LITERATURE REVIEW

A. The relationship between brand name and consumers purchase intention

According to Divolf (2005), high brand recognition is more likely to contribute to high brand association in the minds of consumers. As a result, brand recognition is more likely to lead to a rise in customer decision to purchase that brand (Tih & Lee, 2013). Hernández and Küster (2012) found that a person's attitude toward a brand has a major effect on their purchase intention.

In their research, Kawa et al. (2013) discovered that brand name has a huge effect on consumer purchasing decisions.

H1: Brand name has a significant impact on consumers' purchase intention.

B. The relationship between product quality and consumers purchase intention

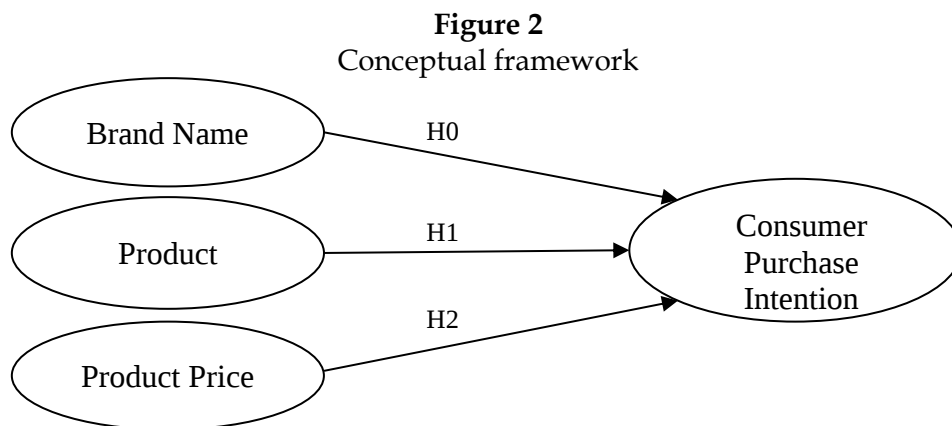
According to Chi et al. (2008), if a product is of better quality, customers are more likely to buy it. Furthermore, according to their research, product quality has a positive effect on consumers' purchase intention. Tsotsou (2005 and 2006) investigated at whether a higher-quality product leads to a higher purchasing intention towards lower-quality products. Jalilvand et al. (2011) investigated the effect of product quality on purchase intention. They collected 242 questionnaires and found that product quality has a significant and positive effect on purchase intention.

H2: Product quality has a significant impact to consumer's purchase intention.

C. The relationship between product price and consumers purchase intention

According to Hermann et al. (2007), price is an important factor in consumer purchase and thus has a direct effect on customer satisfaction. Also, customer satisfaction is influenced by price perception directly and is affected by price fairness indirectly. Lee et al (2010) studied the relationship of a consumer's perception of price fairness on their purchase decision and referred to it as a proper indicator for a consumer's purchase decision. Price has a huge influence on brand loyalty, which in turn has an impact on consumer purchasing intention (Khraim, 2011) as quoted in Aker (1991).

H3: Product price has a significant impact to consumer's purchase intention.



Source: *Mirabi, V., Akbariyeh, H. and Tahmasebifard, H. (2015)*

METHOD

Research design is a method for measuring or discovering research outcomes, and the results of this research design can then be used to address research questions (Sekaran & Bougie, 2016).

Research conducted in this topic is by using descriptive research. This research aims to collect data and the results of these data are used to connect between variables so that this descriptive research uses quantitative methods. Hence the results of the research, this is expected to affect every variable between brand name, product quality, product price and consumer's purchase intention.

Descriptive analysis and quantitative associative hypothesis testing were used in the research. To answer research questions, a one-shot (cross-sectional) time horizon is used, in

which data is collected only once, over multiple days, weeks, or months (Sekaran and Bougie, 2018). The unit of analysis used is the individual and real setting environment.

The population is a research subject in the form of individuals or other objects that will be studied, with a conclusion drawn from the research. The research conducted in this case research uses limited population and this research is drawn based on the population of people who have visited The Coffee Bean & Tea Leaf Summarecon Mall Serpong.

Sampling is a technique for selecting elements from a population in a sufficient number of instances. There are two forms of sampling: probability sampling and non-probability sampling (Sekaran & Bougie, 2016). Probability Sampling is a sampling procedure in which samples are selected at random and has no restrictions. Non-probability sampling is limited and the sampling technique cannot be chosen randomly. Non-probability sampling is more efficient than probability sampling because it offers more precise data.

The research is conducted using a non-probability sampling method with a convenience sampling technique, in which questionnaires are distributed via Google Form to family or friends who have visited The Coffee Bean & Tea Leaf Summarecon Mall Serpong. So that there are specified criteria for respondent to fill out the questionnaire to be used as a sample. The sample size used can be as much as the number of research indicators multiplied by 10 (Hair et al, 2011). This research uses a sample size of the number of indicators multiplied by 10.

Primary and secondary data may be obtained in the form of data in a research (Sekaran & Bougie, 2016). Primary data is described as information compiled by individuals or organizations and can be identified directly from the data source. Secondary data, on the other hand, is proof obtained from an existing database (Sekaran & Bougie, 2016). Primary data is the foundation for data collection in this research. As a data collection method, this research used a survey in the form of a questionnaire. The questionnaire is made up of a series of previously created questions that are used to record respondents' responses and limited alternative answers (Sekaran & Bougie, 2016). Questionnaires were distributed to respondents via Google Form for data collection. Data analysis is the statistical examination of data to see if the theory is supported (Sekaran and Bougie, 2018). The measurements of the variables from the current hypothesis form the basis of the data analysis. The methods used in the research are as follows:

A. Validity Test

The validity test, according to Sekaran and Bougie (2016), is a test that determines how well research instruments use various terms to show results. The authors' team will use convergent validity to figure out how the two variables interact. If $r_{count} > r_{table}$, the variable is valid; otherwise, it is invalid.

B. Reliability Test

Reliability testing is a method of determining the extent to which a research's outcomes are error-free; in other words, reliability testing is used to determine the extent to which measurement results are stable and consistent. If the Cronbach's alpha value is greater than 0.6, the research questionnaire is considered accurate. Cronbach's alpha is a coefficient that defines how well two instruments correlate (Sekaran and Bougie, 2016).

C. t Test

t Test is used to the truth of the hypothesis that states two or more means of the group. The test results will be accepted and rejected if $T_{count} < T_{table}$, then H_0 is accepted and H_1 is rejected, if $T_{count} > T_{table}$, then H_0 is rejected and H_1 is accepted.

D. F Test

The calculation of the F test results will show significant results by comparing F count with F table, if F count > F table then the model is significant whereas if F count < F table then the model is not significant (Sekaran and Bougie, 2016).

E. Coefficient of Determination Test (R^2)

The ability of all independent variables to describe the dependent variable is measured by the coefficient of determination. The coefficient of determination can be anywhere between 0 and 1.

F. Correlation Test

Correlation analysis is used to determine whether the hypothesis can be confirmed or not based on the strength and significance of the hypothesis and the variables that will be used (Sekaran and Bougie, 2016).

G. Linear Regression Test

Multiple linear regression analysis is a technique for determining the size of the causal relationship between the dependent and independent variables in a research.

RESULT AND DISCUSSION

A total of 257 people responded to the questionnaires in this research. The IBM Statistical Package for the Social Sciences (SPSS) software was used to process the data in this research. The results of the analysis and data processing have been obtained, and they can address the formulation of the problem in this research. Based on the results of this data processing, it can be concluded that there is a positive influence between brand name, product quality, product price on consumers purchase intention at The Coffee Bean & Tea Leaf Summarecon Mall Serpong.

Based on the results of testing the validity and reliability that have been done, it can be said that all instruments used are valid and reliable. The results of the normality test show that the significance value is $0.056 > 0.05$, so the data can be said to be normally distributed. Based on the Heteroskedasticity test, the significance value of the three variables is above 0.05, so it can be concluded that there are no symptoms of heteroscedasticity. Based on the multicollinearity test results, it can be seen that the three tolerance values are more than 0.1 and the VIF value is less than 10. Thus, it can be stated that the data used does not occur multicollinearity.

The results of multiple linear regression analysis show that the coefficient regression of the brand name variable (X_1) is 0.183, which means that if the value of the brand name variable increases by 1%, the value of consumer's purchase intention will increase by 0.183. The product quality variable regression coefficient (X_2) is 0.398, which means that if the value of the product quality variable increases by 1%, then the value of consumer's purchase intention will increase by 0.398. The product price variable regression coefficient (X_3) is 0.232, which means that if the value of the product quality variable increases by 1%, then the value of consumer's purchase intention will increase by 0.232. Then, based on the Standardized Coefficient Beta value produced by the brand name is 0.274, product quality is 0.367, and the product price is 0.218 so it can be said that product quality has more influence on the consumer's purchase intention than brand name and product price

For the F test results, it shows that the significance value is $0.000 < 0.05$ and F count (98.913) > F table (3.16) so that it can be concluded that there is a simultaneous influence between brand name, product quality, and product price on consumers purchase intention. Then the t test results on each variable for testing the hypothesis also show that the significance value of the brand name variable is $0.000 < 0.05$ and t count (12.761) > t table (2.254821). For the product quality variable significance value $0.000 < 0.05$ and t count (13.948) > t table

(2.254821). For the product price variable significance value $0.000 < 0.05$ and t count (11.525) $>$ t table (2.254821). The three independent variables have a significance value < 0.05 and the value of t count $t > t$ table, which means that H_0 is rejected and H_a is accepted.

Based on the test results above, it can be said that there is a positive influence between brand name, product quality and product price on consumer purchase intention at The Coffee Bean & Tea Leaf Summarecon Mall Serpong. So, it can be said that the results of this study are in line with the research previously conducted by Mirabi, V., Akbariyeh, H. and Tahmasebifard, H. (2015), entitled "A Study of Factors Affecting on Consumers Purchase Intention" whose research results also showed a positive influence between brand names on consumers purchase intention, and a significant influence between product quality on consumers purchase intention. However, the third hypothesis which is the influence between product price on consumer's purchase intention was rejected on the previous research and accepted on current research.

From the results of the research based on The Coffee Bean & Tea Leaf Summarecon Mall Serpong that has been done, the following conclusions can be drawn:

The significant value of the variables brand name, product quality, and product price each has a significance value of 0.000. So, it can be stated that there is a positive relationship between brand's name, product quality, and product price on consumer's purchase intention.

- A. The multiple linear regression analysis shows that the coefficient regression of the brand name The Coffee Bean & Tea Leaf variable (X_1) is 0.183, based on the t test, it can be seen that the effect of brand's name on consumer's purchase intention has a significance value of 0.000 and a value of t_{count} 12.761. Thus, as a result H_1 is accepted, it can be concluded that the more easy for customers to remember The Coffee Bean & Tea Leaf brand the higher the consumer's purchase intention.
- B. The multiple linear regression analysis shows that the coefficient regression of the product quality The Coffee Bean & Tea Leaf variable (X_2) is 0.398, based on the t test, it can be seen that the effect of product quality on consumer's purchase intention has a significance value of 0.000 and a value of t_{count} 13.948. Thus, as a result H_2 is accepted, it can be concluded that the higher the product quality, the higher the consumer's purchase intention.
- C. The multiple linear regression analysis shows that the coefficient regression of the product price The Coffee Bean & Tea Leaf variable (X_3) is 0.232, based on the t test, it can be seen that the effect of product price on consumer's purchase intention has a significance value of 0.000 and a value of t_{count} 11.525. Thus, as a result H_3 is accepted, it can be concluded that product price of The Coffee Bean & Tea Leaf can compete with similar businesses that increase consumer purchase intentions.
- D. Based on the results of the F test, it can be seen that the effect of brand's name, product quality, and product price on consumer's purchase intention has a significance value of 0.000 and the F_{count} 98.913. Thus, it can be concluded that there is a simultaneous influence between brand name, product quality, and product price on consumers' purchase intention. The results of the determination coefficient test, the R^2 value was 0.540 or 54%. This means that the effect of the independent variables, namely brand's name, product quality, and product price on consumer's purchase intention is 54%. Meanwhile, the remaining 46% is influenced by other variables that are not explained in this study.

CONCLUSION

The research is conducted using a non-probability sampling method with a convenience sampling technique, in which questionnaires are distributed via Google Form. The data used in this study were collected from family or friends who had visited The Coffee Bean & Tea Leaf Summarecon Mall Serpong. By using descriptive research, this research aims to collect data and the results of these data are used to connect between variables so that this descriptive research uses quantitative methods. Hence the results of the research, this is expected to affect every variable between brand name, product quality, product price and consumer's purchase intention.

Based on the results of the analysis, the results of this study can be used as input for The Coffee Bean & Tea Leaf Summarecon Mall Serpong. The results based on research shows that brand name has a positive and significant effect on consumer satisfaction, but from the data that has been collected there are still consumers who complain about the statement "The Coffee Bean & Tea Leaf brand often comes to your mind". Therefore, it would be better if The Coffee Bean & Tea Leaf promote their brand more such as through social media, advertising or collaboration with other brands, by developing brand name it will increase customer satisfaction.

The results based on research shows that product quality has a positive and significant effect on consumer satisfaction, but there are still consumers who complain about the statement "The Coffee Bean & Tea Leaf drinks variant is interesting to try". Therefore, it would be better if The Coffee Bean & Tea Leaf develop their menu again, by developing product quality, it will increase customer satisfaction.

The results based on research shows that the Product Price variable has a positive and significant effect on consumer satisfaction, but there are still consumers who complain about the statement "The Coffee Bean & Tea Leaf always offer a discount or promotion". It would be better if The Coffee Bean & Tea Leaf offer more promotion and bigger discount in order to create customer satisfaction.

For another researcher who wants to research with the same variables in the future, it is better if the research on the variable product price is further deepened because there are differences in the results on the variable product price from the previous research, even though the current research all hypotheses are accepted. Other than that, for further research can be added with other variables like service quality or location.

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