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The Effects of Brand Image, Product Quality, and Service Quality on Purchase Decisions at Calf Signature Arjuno, Malang

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Abstract

The rapid expansion of the food and beverage industry, particularly the coffee shop sector, has intensified competition and increased the importance of understanding the factors that shape consumer purchase decisions. In this context, brand image, product quality, and service quality represent key strategic attributes that may influence consumer preferences and purchasing behavior. This study aims to examine the partial and simultaneous effects of brand image, product quality, and service quality on consumer purchase decisions at Calf Signature Arjuno Malang. A quantitative approach with a survey method was employed, and data were collected through questionnaires distributed to consumers. The collected data were analyzed using multiple linear regression with SPSS software. The findings indicate that brand image, product quality, and service quality positively influence consumer purchase decisions. Simultaneously, the three variables have a significant effect on purchase decisions, demonstrating their combined importance in shaping consumer behavior. These findings suggest that competitive performance in the coffee shop industry depends not only on product offerings but also on the strength of

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brand perceptions and the quality of customer service. This study contributes empirical evidence on the determinants of consumer purchase decisions in the coffee shop context and provides practical implications for business operators seeking to strengthen competitiveness. Accordingly, Calf Signature Arjuno Malang should continuously reinforce its brand image, maintain consistent product quality, and improve service quality to encourage consumer purchase decisions and sustain its competitive position.

Keywords: Brand Image; Coffee Shop; Product Quality; Purchase Decision; Service Quality

INTRODUCTION

The food and beverage (F&B) industry is one of the sectors that makes a substantial contribution to Indonesia's national economic growth (BPS, 2024; Kotler et al., 2021). In recent years, the industry has demonstrated positive performance, driven by increasing consumer purchasing power, changing consumption patterns, and the expansion of modern lifestyles (Kotler et al., 2021; Verma & Gustafsson, 2020). According to Statistics Indonesia (BPS, 2024), the Indonesian F&B sector has continued to experience positive post-pandemic growth, increasing from 2.19% in 2021 to 5.47% in 2022 and 6.52% in 2023, with projected growth rates remaining stable at 6.25% in 2024 and 6.23% in 2025. One of the fastest-growing subsectors is the coffee shop industry. Data reported by Katadata (2024) indicate that the number of coffee shops in Indonesia increased significantly from approximately 3,000 outlets in 2020 to more than 6,000 outlets in 2024.

Coffee is no longer perceived merely as a beverage to reduce drowsiness; rather, it has evolved into an integral component of contemporary lifestyles, particularly among younger generations (Toffin, 2023; Kotler et al., 2021). Coffee consumption is predominantly concentrated among individuals of productive age, ranging from 20 to 40 years. According to a survey conducted by Toffin (2023), the largest proportion of coffee consumers belongs to the 20–30-year-old age group (50.3%), followed by those aged 31–40 years (27.7%). This transformation has encouraged a growing number of entrepreneurs to enter the coffee shop business, resulting in increasingly intense market competition (Verma & Gustafsson, 2020).

At the local level, Malang City, recognized as both an educational and tourism hub, has become one of the major centers of coffee shop growth in East Java. According to the Regional Revenue Agency (Bapenda) of Malang City (2024), the number of registered

taxpayers in the café and restaurant sector has exceeded 2,800 business units. Furthermore, 110 new cafés were established during the period from January to March 2025 alone (Radar Malang, 2025). These conditions require business operators to gain a comprehensive understanding of consumer behavior and formulate effective marketing strategies to maintain business sustainability (Kotler et al., 2021; Zeithaml et al., 2018). This phenomenon also suggests that the success of a coffee shop is no longer determined solely by the quality of its products but is also influenced by brand image and service quality, both of which contribute to creating positive customer experiences (Zeithaml et al., 2018; Keller, 2020).

One of the rapidly expanding coffee shop brands is Calf Signature. Since its establishment in 2019, Calf Signature has successfully expanded its business network to several cities across Indonesia. One of its branches, Calf Signature Arjuno, Malang, was selected as the research site because of its diverse customer base and its location within a highly competitive market environment. Preliminary observations revealed that customers generally expressed positive evaluations regarding the café's atmosphere, product quality, and employee service. Customers identified friendly service, employees' ability to provide product recommendations, and consistently high beverage quality as the primary reasons for making purchases. In addition, the café's comfortable interior and exterior design constituted an important attraction that encouraged repeat visits. These preliminary findings indicate that consumers' purchase decisions are influenced not by a single factor but rather by the interaction of multiple marketing-related factors (Kotler et al., 2021; Zeithaml et al., 2018).

From a marketing perspective, purchase decision refers to the process through which consumers recognize a need, search for information, evaluate available alternatives, and ultimately decide to purchase a product (Kotler et al., 2021). This decision-making process is affected by various internal and external factors. Among these, brand image, product quality, and service quality are the variables most frequently associated with consumer purchasing behavior (Keller, 2020; Zeithaml et al., 2018). Brand image reflects consumers' perceptions and beliefs regarding a brand, thereby enhancing trust and differentiating a company from its competitors (Keller, 2020). Product quality refers to a product's ability to satisfy consumers' needs and expectations, whereas service quality relates to customers' experiences throughout the purchasing process and after the transaction has been completed (Kotler et al., 2021; Zeithaml et al., 2018). Collectively, these three variables are considered capable of shaping consumers' perceived value, which subsequently influences their purchase decisions (Kotler et al., 2021).

Although the relationships among brand image, product quality, service quality, and purchase decisions have been extensively investigated, previous studies have produced inconsistent findings. Several studies have reported that brand image has a positive and significant effect on purchase decisions (Riyanika et al., 2024; Sihotang & Supriyono, 2024), whereas others have found the relationship to be statistically insignificant (Delviera & Evelina, 2024). Similar inconsistencies have been identified regarding service quality, with some studies demonstrating a positive influence on purchase decisions (Darmadi, 2025; Permatarahayu & Rulirianto, 2024) while others reporting contradictory results. These inconsistencies indicate the existence of a research gap that warrants further investigation, particularly within the coffee shop industry, where consumer characteristics and competitive dynamics differ from those of other business sectors. Accordingly, this study is expected to provide empirical evidence regarding the factors that most strongly influence consumer purchase decisions in the modern coffee shop industry. The findings are also expected to offer strategic recommendations for the management of Calf Signature in strengthening its competitive advantage through the enhancement of brand image, product quality, and service quality.

Based on the foregoing discussion, this study aims to analyze the effects of brand image, product quality, and service quality on consumers' purchase decisions at Calf Signature Arjuno, Malang, both partially and simultaneously. The findings are expected to contribute to the advancement of marketing knowledge, particularly in the field of consumer behavior within the food and beverage industry, while also providing practical insights for business practitioners in developing more effective marketing strategies that are oriented toward enhancing customer satisfaction.

METHODS

This study employed a quantitative research approach using a survey method to examine the effects of brand image, product quality, and service quality on purchase decisions at Calf Signature Arjuno, Malang (Creswell & Creswell, 2018; Saunders et al., 2019). A quantitative approach was selected because the study sought to test the relationships among variables based on numerical data collected through questionnaires administered to respondents. The data were analyzed objectively using statistical techniques, enabling the study to provide empirical evidence regarding the relationships among the research variables

(Hair et al., 2022). This approach was considered appropriate because the primary objective of the study was to test hypotheses concerning the effects of the independent variables on the dependent variable (Creswell & Creswell, 2018).

The study was conducted at Calf Signature Arjuno, Malang, which was selected as the research site because it is one of the rapidly growing coffee shops with a diverse customer base. Furthermore, the café is located in an area characterized by intense competition among coffee shops, making it an appropriate setting for investigating the factors influencing consumers' purchase decisions. Data collection was carried out during the research period as specified in the research protocol.

The population of this study consisted of all consumers who had previously purchased products at Calf Signature Arjuno, Malang. Since the total population size could not be determined with certainty (an unknown population), respondents were selected using a non-probability sampling technique with a purposive sampling approach (Saunders et al., 2019; Sekaran & Bougie, 2020). Respondents were required to meet the following criteria: (1) having previously purchased products from Calf Signature Arjuno, (2) being at least 17 years of age, and (3) being willing to participate by completing the research questionnaire. This sampling technique was employed to ensure that respondents possessed sufficient purchasing experience to provide informed evaluations of the variables under investigation (Sekaran & Bougie, 2020).

The study utilized both primary and secondary data. Primary data were collected through the direct administration of questionnaires using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree) (Joshi et al., 2015; Sekaran & Bougie, 2020). Secondary data were obtained from books, scholarly journal articles, government reports, and other relevant literature concerning brand image, product quality, service quality, and purchase decisions, which served as the theoretical foundation of the study.

The independent variables consisted of brand image (X_1), product quality (X_2), and service quality (X_3), while the dependent variable was purchase decision (Y). Brand image was measured using the dimensions of strength of brand associations, favorability of brand associations, and uniqueness of brand associations (Keller, 2020). Product quality was measured using the indicators of performance, features, reliability, conformance to specifications, durability, serviceability, aesthetics, and perceived quality (Kotler et al., 2021). Service quality was assessed using the SERVQUAL dimensions, namely reliability,

responsiveness, assurance, empathy, and tangibles (Zeithaml et al., 2018). Purchase decision was measured based on the indicators of product choice, brand choice, dealer (distribution channel) choice, purchase timing, and purchase quantity (Kotler et al., 2021). All indicators were operationalized into closed-ended questionnaire items using a five-point Likert scale.

Prior to data analysis, the research instrument was evaluated through validity and reliability tests to ensure that each questionnaire item measured the intended construct accurately and consistently (Hair et al., 2022). Subsequently, the classical assumption tests, including the normality test, multicollinearity test, and heteroscedasticity test, were conducted as prerequisites for multiple linear regression analysis (Hair et al., 2022; Gujarati & Porter, 2021). Hypothesis testing was performed using multiple linear regression analysis, partial significance tests (t-tests), simultaneous significance tests (F-tests), and the coefficient of determination (R^2) to determine the extent to which the independent variables explained the variation in the dependent variable (Hair et al., 2022).

The multiple linear regression model employed in this study is expressed as follows:

$$Y = \alpha + \beta 1\ X1 + \beta 2X2 + \beta 3\ X3\ e$$

where:

Y = Purchase Decision

α = Constant (intercept)

β1 X1 = Regression coefficient of Brand Image

β2X2 = Regression coefficient of Product Quality

β3 X3 = Regression coefficient of Service Quality

ε = Error term

The regression model was employed to determine the magnitude of the effects of each independent variable on consumers' purchase decisions, both individually (partially) and collectively (simultaneously). The findings are expected to provide empirical evidence regarding the factors that most strongly influence consumers' purchase decisions at Calf Signature Arjuno, Malang.

RESULTS

Respondent Characteristics

This study involved 100 respondents who were consumers of Calf Signature Arjuno, Malang, and met the established research criteria, namely having previously purchased products from the coffee shop and being at least 19 years of age. Respondents were selected using a purposive sampling technique to ensure that all participants had direct experience with both the products and services provided by Calf Signature Arjuno. The analysis of respondent characteristics was conducted to provide an overview of the consumer profile that constituted the research sample and to support the interpretation of the statistical findings.

Based on the results of the questionnaire survey, the respondent profile indicates that the majority of Calf Signature Arjuno's customers belong to the productive-age group, characterized by high mobility and a tendency to use coffee shops as venues for working, studying, and socializing. These characteristics suggest that most consumers maintain relatively busy lifestyles and therefore place considerable importance on the comfort of the venue, product quality, and service quality when making purchase decisions. This finding is consistent with the current evolution of the coffee shop industry, in which coffee shops no longer function merely as providers of food and beverages but also as destinations offering a distinctive customer experience that creates additional value for consumers.

In addition to age, the respondents represented diverse occupational and educational backgrounds. This diversity indicates that Calf Signature Arjuno has successfully reached a broad market segment. The finding implies that the company's marketing strategy is not directed exclusively toward a single consumer group but is capable of attracting customers from various demographic backgrounds through a combination of a strong brand image, consistently high product quality, and superior service quality. Accordingly, the respondent characteristics in this study are considered representative of Calf Signature Arjuno's customer base and therefore provide an appropriate foundation for analyzing the relationships among the research variables.

Before testing the research hypotheses, the collected data were subjected to a series of instrument validation and reliability tests, followed by classical assumption tests. These procedures were conducted to ensure that the data satisfied the statistical assumptions

required for multiple linear regression analysis, thereby enabling the regression model to produce valid, reliable, and scientifically robust estimates.

Data Analysis Results

1. Normality Test

The normality test was conducted to determine whether the research data and the regression model residuals followed a normal distribution. Testing for normality is an essential prerequisite for multiple linear regression analysis, as hypothesis testing yields more reliable and accurate results when the normality assumption is satisfied. In this study, normality was assessed using the One-Sample Kolmogorov–Smirnov Test with the assistance of IBM SPSS Statistics Version 26. The decision criterion was based on the significance value (Asymp. Sig.), where a value greater than 0.05 indicates that the data are normally distributed.

The test results revealed that the Asymp. Sig. (2-tailed) value exceeded 0.05, indicating that the residuals of the regression model were normally distributed. This finding suggests that the data exhibited no substantial deviation from a normal distribution. Since the normality assumption was satisfied, the regression model was considered appropriate for examining the relationships among Brand Image, Product Quality, Service Quality, and Purchase Decision without introducing bias resulting from non-normal data distribution.

In addition to the statistical test, the normality of the residuals was also evaluated using a Normal Probability–Probability (P–P) Plot. The plot showed that the residual data points were distributed closely along the diagonal reference line, indicating that the residuals approximated a normal distribution. This pattern confirms that the regression model satisfied one of the fundamental assumptions of multiple linear regression analysis. Accordingly, the research data were deemed appropriate for subsequent statistical analyses.

2. Multicollinearity Test

The multicollinearity test was conducted to determine whether a high degree of correlation existed among the independent variables included in the regression model. Excessive correlations among independent variables may lead to unstable regression coefficients and reduce the accuracy of the interpretation of the regression results. Therefore, multicollinearity was assessed using the Tolerance and Variance Inflation Factor (VIF)

statistics. The regression model was considered free from multicollinearity when the Tolerance value exceeded 0.10 and the VIF value was below 10.

The results indicated that all independent variables produced Tolerance values greater than 0.10 and VIF values below 10. These findings demonstrate that no high correlations existed among the independent variables, namely Brand Image, Product Quality, and Service Quality. Consequently, each independent variable was able to explain the dependent variable independently without experiencing substantial linear interference from the other independent variables.

The absence of multicollinearity indicates that the regression model satisfied one of the key assumptions required for multiple linear regression analysis. Furthermore, it suggests that each independent variable contributed uniquely to explaining the variation in consumers' Purchase Decisions. Therefore, the results of the subsequent hypothesis testing can be interpreted with greater confidence and objectivity.

3. Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether the residual variance remained constant across different predicted values of the independent variables. A good regression model is characterized by homoscedasticity, meaning that the residuals exhibit constant variance. In this study, heteroscedasticity was assessed using the Glejser test by examining the significance values of each independent variable. The regression model was considered free from heteroscedasticity when the significance value exceeded 0.05.

The results of the Glejser test indicated that the Brand Image variable had a significance value of 0.055, Product Quality had a significance value of 0.065, and Service Quality had a significance value of 0.403. Since all significance values were greater than 0.05, it can be concluded that the regression model did not exhibit heteroscedasticity. These findings indicate that the residuals were homogeneously distributed, suggesting that the estimated regression coefficients are reliable and are not biased by unequal residual variances.

The statistical results were further supported by the Scatterplot, which showed that the residuals were randomly dispersed above and below the zero line without forming any discernible pattern. This random distribution indicates that the regression model satisfies the assumption of homoscedasticity and is therefore appropriate for multiple linear regression analysis.

4. Multiple Linear Regression Analysis

After all classical regression assumptions had been satisfied, multiple linear regression analysis was performed to examine the direction and magnitude of the effects of Brand Image (X_1), Product Quality (X_2), and Service Quality (X_3) on Purchase Decision (Y) at Calf Signature Arjuno, Malang. The analysis produced the following regression equation:

$$Y=3.217+0.289X_1+0.090X_2+0.528X_3$$

The regression equation indicates that all regression coefficients are positive. This implies that an increase in each independent variable is associated with an increase in consumers' purchase decisions, assuming that the other variables remain constant. The constant value of 3.217 indicates that when Brand Image, Product Quality, and Service Quality are held constant, the baseline value of the Purchase Decision variable is 3.217.

The regression coefficient for Brand Image (0.289) indicates that an improvement in consumers' positive perceptions of the brand increases the purchase decision score by 0.289 units. This finding suggests that a brand with a strong reputation, high recognizability, and a favorable image enhances consumers' confidence in making purchase decisions.

The regression coefficient for Product Quality (0.090) demonstrates that product quality has a positive effect on purchase decisions. Although its coefficient is smaller than those of the other independent variables, product quality remains an important determinant because it is directly associated with consumers' satisfaction with the products they purchase and consume.

Meanwhile, the regression coefficient for Service Quality (0.528) is the largest among all independent variables. Furthermore, the standardized beta coefficient indicates that service quality is the most influential variable affecting consumers' purchase decisions. This finding suggests that prompt, friendly, responsive, and professional service capable of delivering a positive customer experience constitutes the primary factor motivating consumers to purchase products at Calf Signature Arjuno, Malang.

Overall, the regression analysis demonstrates that the proposed research model adequately explains the relationships between the three independent variables and consumers' purchase decisions. The positive regression coefficients for all independent variables indicate that strengthening brand image, enhancing product quality, and improving service quality are likely to increase consumers' purchase decisions. These findings

underscore the importance of implementing integrated marketing strategies that simultaneously reinforce these three dimensions to improve organizational competitiveness and stimulate consumer purchasing behavior.

Hypothesis Testing

1. Partial Test (*t*-Test)

The partial significance test (*t*-test) was conducted to examine the individual effects of the independent variables, namely Brand Image (X_1), Product Quality (X_2), and Service Quality (X_3), on the dependent variable, Purchase Decision (Y). The test was performed at a 5% significance level ($\alpha = 0.05$). A hypothesis was accepted when the significance value was less than 0.05 or when the calculated *t*-value exceeded the critical *t*-value. The purpose of this analysis was to determine the individual contribution of each independent variable in explaining variations in consumers' purchase decisions.

The analysis revealed that the Brand Image variable produced a calculated *t*-value of 2.377 with a significance value of 0.019. Since the significance value was below 0.05, Brand Image was found to have a positive and statistically significant effect on Purchase Decision. Accordingly, the first hypothesis (H_1), which proposed that Brand Image significantly influences purchase decisions, was accepted. This finding indicates that a stronger brand image of Calf Signature Arjuno increases consumers' likelihood of making a purchase. A positive brand image enhances consumers' confidence in both product quality and the company's reputation, thereby strengthening their willingness to make purchasing decisions.

The Product Quality variable yielded a calculated *t*-value of 2.365 with a significance value of 0.020. Because the significance value was also below 0.05, Product Quality was found to have a positive and statistically significant effect on Purchase Decision. Consequently, the second hypothesis (H_2) was accepted. This finding suggests that consumers of Calf Signature Arjuno consider product quality to be one of the primary factors influencing their purchasing decisions. Products characterized by consistent taste, high-quality ingredients, attractive presentation, and the ability to meet consumers' expectations are more likely to encourage purchase decisions.

Meanwhile, the Service Quality variable produced a calculated *t*-value of 7.372 with a significance value of 0.000. This was the highest *t*-value among all independent variables,

indicating that Service Quality exerted the strongest influence on Purchase Decision. Therefore, the third hypothesis (H_3) was accepted. These results demonstrate that prompt, friendly, responsive, and professional service, together with the ability to provide customers with a positive purchasing experience, constitutes the most influential factor motivating consumers to purchase products at Calf Signature Arjuno.

Overall, the results of the partial significance tests indicate that all three independent variables exert positive and statistically significant effects on consumers' Purchase Decisions. These findings suggest that marketing strategies focused on strengthening brand image, enhancing product quality, and improving service quality can make substantial contributions to increasing consumers' purchase decisions.

2. Simultaneous Significance Test (*F*-Test)

In addition to the partial significance tests, a simultaneous significance test (*F*-test) was conducted to determine whether the independent variables collectively influence Purchase Decision. The test was performed by comparing the significance value with the 5% significance level ($\alpha = 0.05$). The regression model was considered statistically acceptable when the significance value was less than 0.05.

The results of the analysis showed that the calculated F-value was 46.314, with a significance value of 0.000. Since the significance value was below 0.05, it can be concluded that Brand Image, Product Quality, and Service Quality simultaneously exert a statistically significant effect on Purchase Decision. Accordingly, the fourth hypothesis (H_4) was accepted. This finding indicates that consumers' purchase decisions are not influenced by a single factor but rather result from the interaction of multiple complementary marketing dimensions.

The findings also demonstrate that the regression model satisfies the goodness-of-fit criterion and is therefore appropriate for explaining the relationship between the independent and dependent variables. In other words, the combination of a favorable brand image, consistently high product quality, and superior service quality contributes to the formation of positive consumer perceptions of Calf Signature Arjuno, thereby increasing consumers' propensity to make purchase decisions.

3. Coefficient of Determination (R^2)

The coefficient of determination (R^2) was used to assess the extent to which the independent variables explain the variation in the dependent variable. The analysis produced an Adjusted R^2 value of 0.591. This result indicates that 59.1% of the variation in Purchase Decision can be explained by Brand Image, Product Quality, and Service Quality, while the remaining 40.9% is attributable to other variables that were not included in the present study, such as price, promotion, location, store atmosphere, lifestyle, and consumers' psychological factors.

The obtained coefficient of determination indicates that the proposed research model possesses a satisfactory level of explanatory power in predicting consumers' purchase decisions. Nevertheless, there remains considerable scope for future research to extend the model by incorporating additional variables that may also influence purchase decisions within the coffee shop industry. The inclusion of such variables is expected to improve the explanatory capability of the model and provide a more comprehensive understanding of consumer purchasing behavior.

DISCUSSION

The Effect of Brand Image on Purchase Decision

The findings of this study indicate that Brand Image has a positive and statistically significant effect on Purchase Decision, as evidenced by a significance value of 0.019. This result suggests that the more positive the brand image of Calf Signature Arjuno, the greater the likelihood that consumers will make a purchase. A favorable brand image enhances consumers' confidence by creating the perception that the products offered are of high quality and capable of meeting their expectations (Keller, 2020; Ngiu & Aprileny, 2025).

These findings suggest that consumers purchase products not only to satisfy functional needs but also by considering the symbolic value associated with a particular brand. A strong brand image reflects the company's reputation, product credibility, and the positive experiences previously encountered by consumers. Within the context of the coffee shop industry, brand image is also associated with the café concept, visual identity, consistency of marketing communications, and the overall experience consumers gain through their interactions with the company. Consequently, the more favorable consumers' perceptions of the Calf Signature Arjuno brand, the greater their likelihood of choosing its

products over those of competing brands (Kotler et al., 2021; Rohandi et al., 2026; Hidayat et al., 2025).

Furthermore, the results demonstrate that Calf Signature Arjuno's success in establishing a strong brand image has generated a positive impact on consumer behavior. Consumers tend to place greater trust in brands with favorable reputations because such brands are perceived as consistently delivering high-quality products and satisfactory services. This trust subsequently fosters initial customer loyalty, encouraging both initial and repeat purchases. These findings underscore the strategic importance of branding as a source of competitive advantage in the increasingly competitive coffee shop industry.

The Effect of Product Quality on Purchase Decision

Based on the results of the partial significance test (t-test), the Product Quality variable produced a calculated t-value of 2.365 with a significance value of 0.020, indicating that Product Quality has a positive and statistically significant effect on consumers' Purchase Decisions at Calf Signature Arjuno, Malang. Accordingly, the second hypothesis (H_2), which proposed that Product Quality significantly influences Purchase Decision, was accepted. These findings indicate that the higher the level of product quality perceived by consumers, the greater their likelihood of making a purchase (Sihotang & Supriyono, 2024; Delviera & Evelina, 2024; Riyanika et al., 2024).

Product quality is one of the factors that consumers directly experience when consuming a product. Within the coffee shop industry, product quality is not assessed solely based on the taste of the beverages and food served but also encompasses the quality of raw materials, consistency of flavor, menu variety, product presentation, product hygiene, and the extent to which the products meet consumers' expectations (Zeithaml et al., 2018; Kotler et al., 2021). Consumers compare their actual consumption experience with the expectations they formed prior to making a purchase. When the products received meet or exceed these expectations, consumers are more likely to develop positive evaluations, which subsequently increase the likelihood of repeat purchases and positive word-of-mouth recommendations (Kotler et al., 2021; Keller, 2020).

The findings indicate that consumers of Calf Signature Arjuno generally perceive the quality of the products offered positively. The consistent taste of coffee and other beverages was identified as one of the key factors contributing to customer satisfaction. Furthermore,

the use of high-quality ingredients, attractive product presentation, and continuous menu innovation in line with evolving market trends were recognized as important strengths that enhance consumers' perceptions of product quality. These findings suggest that product quality functions not only as a functional attribute but also as an essential component of the overall consumption experience, which contributes to the development of customer satisfaction (Zeithaml et al., 2018; Delviera & Evelina, 2024; Permatarahayu & Rulirianto, 2024).

The findings of this study reinforce marketing theory, which identifies Product Quality as one of the primary determinants of consumers' Purchase Decisions. Products of superior quality enhance consumers' perceived value, thereby strengthening their confidence that the products are worth purchasing. Conversely, a decline in product quality is likely to reduce consumer trust, which may ultimately lead to a decrease in purchase decisions.

The Effect of Product Quality on Purchase Decision

The findings of this study are consistent with those of several previous studies reporting that Product Quality has a positive and statistically significant effect on Purchase Decision. The consistency of these findings suggests that product quality remains a critical factor in strengthening a company's competitive advantage, particularly within the food and beverage industry, where market competition is highly intense (Sihotang & Supriyono, 2024; Riyanika et al., 2024; Delviera & Evelina, 2024; Darmadi, 2025). Therefore, Calf Signature Arjuno should continue to maintain its product quality standards through rigorous production process control, the use of high-quality raw materials, and continuous product innovation that aligns with consumers' needs and preferences (Kotler et al., 2021; Keller, 2020).

The analysis revealed that Service Quality is the most influential variable affecting Purchase Decision. This is evidenced by the calculated t-value of 7.372, a significance value of 0.000, and a standardized beta coefficient of 0.582, which is the highest among all independent variables. Accordingly, the third hypothesis (H_3) was accepted, indicating that Service Quality has a positive and statistically significant effect on consumers' Purchase Decisions at Calf Signature Arjuno, Malang (Permatarahayu & Rulirianto, 2024; Darmadi, 2025).

These findings indicate that service quality is the aspect most strongly considered by consumers when deciding to purchase products at Calf Signature Arjuno. In the coffee shop industry, service quality extends beyond the transaction process itself and encompasses the entire customer experience, beginning when customers enter the café and continuing until they leave the premises. Employee friendliness, prompt service, the ability to provide accurate product information, responsiveness in addressing customer complaints, and the overall comfort experienced during the visit are all factors that directly influence consumers' perceptions of service quality (Zeithaml et al., 2018; Kotler et al., 2021).

The dominant influence of service quality suggests that consumers of Calf Signature Arjuno place greater emphasis on the overall experience they receive while interacting with the company. Prompt and responsive service creates a sense of comfort and enhances customer satisfaction. Such positive experiences ultimately encourage repeat purchases and motivate consumers to recommend the coffee shop to potential customers through positive word-of-mouth. Conversely, unsatisfactory service may generate negative perceptions, even when the company offers products of high quality (Zeithaml et al., 2018; Keller, 2020; Permatarahayu & Rulirianto, 2024).

The findings further demonstrate that Service Quality plays a strategic role in developing long-term relationships with customers. Consistently delivering high-quality service enhances consumers' trust in the company, thereby fostering customer loyalty. In the increasingly competitive coffee shop industry, service quality represents a sustainable competitive advantage because it is closely associated with organizational culture, employee competencies, and the company's commitment to delivering exceptional customer experiences. These characteristics make service quality considerably more difficult for competitors to replicate than tangible product attributes (Zeithaml et al., 2018; Keller, 2020; Yuswono et al., 2026; Rahman et al., 2024).

The results of this study support previous research identifying Service Quality as one of the principal determinants of consumers' Purchase Decisions. Therefore, Calf Signature Arjuno should continuously enhance employee competencies through service excellence training, improve service efficiency, and maintain consistency in customer interactions to sustain customer satisfaction and strengthen long-term customer loyalty.

The Combined Effect of Brand Image, Product Quality, and Service Quality on Purchase Decision

The results of the simultaneous significance test (F-test) indicate that Brand Image, Product Quality, and Service Quality collectively have a positive and statistically significant effect on Purchase Decision, as evidenced by a calculated F-value of 46.314 and a significance value of 0.000. Furthermore, the Adjusted R^2 value of 0.591 indicates that these three independent variables collectively explain 59.1% of the variation in consumers' purchase decisions, while the remaining 40.9% is attributable to other factors not included in the present study, such as price, promotion, location, store atmosphere, lifestyle, and consumers' psychological factors (Kotler et al., 2021; Keller, 2020; Darmadi, 2025).

These findings suggest that Purchase Decision is the result of the combined influence of multiple complementary marketing factors. Consumers evaluate not only the quality of the products they consume but also the brand image associated with the company and the service quality they experience throughout the purchasing process. Collectively, these three variables shape customer perceived value, which serves as a fundamental basis for consumers when making purchasing decisions (Kotler et al., 2021; Keller, 2020; Zeithaml et al., 2018).

In the context of Calf Signature Arjuno, the company's success in establishing a positive brand image, consistently maintaining high product quality, and delivering satisfactory service quality has been shown to significantly enhance consumers' purchase decisions. Nevertheless, the coefficient of determination also indicates that 40.9% of the variation in purchase decisions is explained by factors outside the scope of the proposed research model. Therefore, future studies may extend the model by incorporating additional variables, such as price, digital promotion, store atmosphere, location, or customer loyalty, to provide a more comprehensive understanding of consumer behavior in the coffee shop industry (Hidayat et al., 2025; Rohandi et al., 2026; Yapputra & Dahlan, 2024; Ngiu & Aprileny, 2025).

Overall, the findings of this study provide important practical implications for Calf Signature Arjuno's marketing strategy. The company should not focus exclusively on improving product quality but should also continuously strengthen its brand image and enhance service quality. These three dimensions have been demonstrated to complement one another in creating positive customer experiences and increasing consumers' purchase decisions. By adopting an integrated marketing strategy that simultaneously reinforces these

aspects, the company can sustain its competitive advantage amid the increasingly dynamic and competitive growth of the coffee shop industry.

Based on the findings of this study, several implications can be considered by the management of Calf Signature Arjuno Malang: 1) Theoretical implications, this study reinforces marketing theories suggesting that Brand Image, Product Quality, and Service Quality are important determinants of consumers' Purchase Decisions. The findings also provide empirical evidence that these three variables remain highly relevant within the context of the coffee shop industry, which is characterized by intense market competition. Consequently, the study contributes to the existing marketing literature by confirming the applicability of these constructs in explaining consumer purchasing behavior in the contemporary food and beverage sector. 2) Practical implications, from a managerial perspective, the findings indicate that Service Quality is the most influential factor affecting consumers' Purchase Decisions. Therefore, the management of Calf Signature Arjuno should prioritize enhancing employee competencies through service excellence training, accelerating service delivery, and maintaining friendliness and professionalism in customer interactions. In addition, the company should sustain consistent Product Quality by implementing strict production quality control, utilizing high-quality raw materials, and continuously introducing menu innovations that align with evolving consumer trends. From the perspective of Brand Image, the company should strengthen its brand identity through digital marketing strategies, consistent promotional activities, and continuous enhancement of the overall customer experience to maintain its competitive advantage.

This study has several limitations that should be taken into consideration: First, the study was conducted at only one research site, namely Calf Signature Arjuno Malang. Therefore, the findings may not be generalizable to the broader coffee shop industry or other business contexts. Second, the research model included only Brand Image, Product Quality, and Service Quality as the independent variables. Consequently, other factors that may also influence Purchase Decisions, such as price, promotion, location, store atmosphere, customer loyalty, and consumer lifestyle, were not incorporated into the analysis. Third, the data were collected using a questionnaire survey. As a result, respondents' answers were largely dependent on their individual perceptions at the time the survey was administered, which may introduce subjective bias into the measurement of the research variables.

CONCLUSION

This study aimed to examine the effects of brand image, product quality, and service quality on consumers' purchase decisions at Calf Signature Arjuno, Malang. Based on the results of the multiple linear regression analysis and hypothesis testing, several conclusions can be drawn. First, brand image was found to have a positive and statistically significant effect on consumers' purchase decisions. This finding indicates that the stronger the brand image of Calf Signature Arjuno, the greater consumers' confidence in making a purchase. A strong brand image creates positive perceptions of product quality and corporate reputation, making it one of the primary considerations influencing consumers' purchasing decisions. Second, product quality also demonstrated a positive and statistically significant effect on purchase decisions. This finding suggests that consumers place considerable importance on product attributes, including taste, consistency, the quality of raw materials, and product presentation. Products that meet or exceed consumers' expectations are more likely to enhance customer satisfaction and increase the likelihood of repeat purchases. Third, service quality emerged as the most influential variable affecting consumers' purchase decisions. Fast, friendly, responsive, and professional service provides consumers with positive experiences that strengthen their intention to make a purchase. These findings indicate that, within the coffee shop industry, service quality represents a critical source of competitive advantage that differentiates a business from its competitors. Fourth, the simultaneous testing results revealed that brand image, product quality, and service quality collectively exert a positive and statistically significant influence on purchase decisions. The Adjusted R^2 value of 59.1% indicates that these three variables explain a substantial proportion of the variance in consumers' purchase decisions, while the remaining 40.9% is attributable to other factors beyond the scope of the present research model.

This study contributes to the advancement of marketing knowledge by providing further empirical evidence that Brand Image, Product Quality, and Service Quality exert positive and statistically significant effects on consumers' Purchase Decisions within the coffee shop industry. Furthermore, the findings demonstrate that Service Quality is the most influential determinant of consumers' purchase decisions, thereby enriching the literature on consumer behavior in the highly competitive food and beverage sector. These findings provide valuable insights into the relative importance of marketing-related factors in shaping consumer purchasing behavior and contribute to the growing body of empirical research on service-oriented businesses.

Future researchers are encouraged to broaden the scope of the study by examining multiple coffee shops or conducting research across different geographical regions to enhance the generalizability of the findings. In addition, subsequent studies may incorporate additional variables, such as price, digital promotion, location, store atmosphere, customer loyalty, consumer lifestyle, and customer satisfaction, to develop a more comprehensive understanding of the factors influencing consumers' Purchase Decisions. Future research may also employ alternative methodological approaches or more advanced analytical techniques to provide deeper insights into consumer purchasing behavior and further strengthen the theoretical and practical understanding of marketing strategies within the coffee shop industry.

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