

The Influence of Brand Awareness and Product Quality on Consumer Purchasing Decisions at Nuju Coffee Bandar Lampung (Study on Students of the Faculty of Economics and Business University of Bandar Lampung)

Miranda Oktaviani¹, Andala Rama Putra Barusman²

¹ University of Bandar Lampung

² University of Bandar Lampung

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ABSTRACT

This study aims to analyze the influence of Electronic Word of Mouth (E-WOM), product quality, price, and store atmosphere on purchasing decisions through brand equity among Nuju Coffee consumers in Bandar Lampung. A quantitative approach is used in this study with the Partial Least Square-Structural Equation Modeling method (PLS-SEM). Data were collected through questionnaires from 280 respondents selected using purposive sampling from the population of students at the Faculty of Economics and Business, University of Bandar Lampung. The research results show that E-WOM, product quality, and store atmosphere significantly influence brand equity, while price does not have a significant impact. Brand equity also proves to have a significant effect on purchase decisions. Indirectly, E-WOM, product quality, and store atmosphere influence purchase decisions through brand equity, while price does not have an impact through this pathway. This research provides strategic recommendations for Nuju Coffee to enhance consumer experience through the optimization of brand equity and relevant dimensions such as E-WOM and store atmosphere.

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Corresponding Author:

Name: Miranda Oktaviani

Institution: Faculty of Economics and Business, University of Bandar Lampung Jl. Zainal Abidin Pagar Alam No. 26, Labuhan Ratu, Kedaton 35142, Bandar Lampung, Indonesia

Email: miranda.21011168@student.ubl.ac.id

1. INTRODUCTION

The coffee industry in Indonesia has grown rapidly in recent years, especially in big cities such as Bandar Lampung, Yogyakarta, and Jakarta. Along with the increasingly competitive coffee industry, a number of coffee brands with different concepts, flavors, and quality products began to emerge. Nuju Coffee, based in Bandar

Lampung, is one of the coffee companies garnering attention from the general public. As the demand for coffee continues to rise, Nuju Coffee aims to sustain its competitive edge and cultivate enduring client relationships. Hence, it is crucial for companies such as Nuju Coffee to comprehend the diverse factors influencing consumer purchasing choices, encompassing

product quality, price, ambiance, E-WOM, brand equity, and brand awareness.

In the business world, one aspect that is very important to understand is the purchase decision. Purchase decision refers to the process of evaluating multiple options and making a choice to either proceed with a purchase or refrain from buying. When customers are ready to make a choice, they need to have other options [1]. These choices are impacted by a multitude of factors, spanning from consumer views on brand equity, brand awareness, product quality, price, and ambiance, to their engagements with external factors like friend referrals or online reviews (E-WOM). These six dimensions significantly mold positive or negative perceptions of a product or service, thereby impacting the customer's purchasing decision.

Brand equity strongly influences purchase decisions. Research indicates that elements like product quality, brand associations, and brand awareness are crucial for brand recognition. In particular, brand associations are considered to have the greatest impact on decisions about what to buy [2]. In addition, E-WOM greatly affects brand equity because it can increase brand awareness, build trust, and create preference for brands [2]. Similarly, with product quality, product quality, and price being key factors in building brand equity. High-quality products and affordable prices can create positive experiences for consumers because they can enhance positive perceptions and attract specific market segments.

In the business world, the influence of various factors on consumer purchase decisions has been a widely discussed topic, including factors like brand equity, brand awareness, product quality, price, and atmosphere. However, despite the fact that numerous studies exploring the impact of these factors across different sectors, not many studies have specifically delved into the interaction between these factors in the context of a particular brand or company, such as Nuju Coffee. As one of the growing coffee brands in Indonesia, especially in Bandar Lampung City, Nuju Coffee has to

fight hard to stand out in a competitive market. It is crucial to understand how aspects like E-WOM, product quality, price, and atmosphere significantly influence Nuju Coffee and how these internal and external factors impact consumers' purchase decisions.

Nuju Coffee has strived to maximize the factors that can influence the purchase decision to buy. The brand has implemented strategies to address the variables raised, such as:

1. Nuju Coffee aims to establish robust brand equity by maintaining consistency in products and customer experience. The brand is starting to be acknowledged as a destination that offers a distinctive yet affordable coffee experience. Consumer trust in Nuju Coffee is established through quality products, friendly service, and a pleasant shopping experience.
2. Nuju Coffee has utilized digital platforms and social media as primary channels to enhance E-WOM. Nuju Coffee frequently organizes social media campaigns to prompt consumers to share their reviews, photos, and experiences with Nuju Coffee products.
3. Product quality is a primary focus for Nuju Coffee. Nuju Coffee offers a range of coffee varieties crafted from premium coffee beans, adhering to strict processing standards to uphold flavor consistency. This commitment to product quality is evident not only in the coffee's taste but also in the presentation of other products, such as non-coffee drinks and snacks that accompany their coffee. Nuju Coffee also focuses on service quality, ensuring customer satisfaction to indirectly boost customer loyalty and encourage repeat purchases.

4. Nuju Coffee sets a competitive price and strives to create a balance between product quality and value received by customers. The price offered is not too expensive for a wider market segment, but also not too cheap to maintain the premium perception of the products they sell.
5. Store atmosphere is one of the elements that differentiate Nuju Coffee from other competitors. Nuju Coffee's interior design concept is carefully designed to create a cozy and Instagrammable atmosphere for customers. With a focus on soft lighting, aesthetic decorations, and comfortable seating, Nuju Coffee invites customers to stay longer and enjoy their coffee in an atmosphere that supports relaxation and social interaction.

Knowledge of how E-WOM, product quality, price, atmosphere, and brand equity influence purchase decisions will help Nuju Coffee to develop more focused strategies, improve customer experience, and strengthen loyalty and brand equity. With a data-driven approach and a deep understanding of consumers, Nuju Coffee can more effectively attract and retain customers, and achieve sustainable growth in the market. Therefore, NUJU Coffee can increase its competitiveness and maintain customer loyalty by understanding the relationship between E-WOM, product quality, price, atmosphere, and brand equity influencing purchase decisions [3]. Thus, this study can provide in-depth information to create marketing plans and increase customer satisfaction for Nuju Coffee.

2. LITERATURE REVIEW

2.1 Purchase Decision

According to [1] Purchase Decision is a process in which consumers choose between two or more alternative products available. This process consists

of multiple steps, including identifying needs, gathering information, assessing alternatives, and ultimately deciding whether to make a purchase or not. The purchase decision process is divided into several interrelated stages, including need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. The following are the indicators proposed by [4] to measure purchase decisions:

1. Selection of products
2. Selection of brand
3. Purchase quantity
4. Timing of purchase
5. Method of payment

2.2 Brand Equity

According to [5] Brand equity refers to the value that can be obtained from the company's products, including high-quality and large quantities of goods. After using the product, customers who later buy it will definitely be happy. The goal of building brand equity is to innovate as much as possible to ensure that customers are always happy. Brand equity indicators according to [6] are as follows:

1. Recognition of the Brand
2. Perceived Value
3. Brand Connections
4. Customer Loyalty
5. Dedicated Purchase

2.3 E-WOM

According to [7] Electronic Word of Mouth (E-WOM) is communication made online by consumers, both potential customers, current customers, and former customers, regarding products, services, or brands. E-WOM can consist of statements, reviews, or comments that are publicly available through various internet platforms such as social media, blogs, and forums. According to explains if the measurement indicators of electronic word of mouth, namely:

1. Strength
2. Favourable Tone
3. Substance

2.4 Product Quality

According to [8] a product is considered high quality if it meets or exceeds a person's expectations in terms of performance, reliability, specialization, durability, and beauty. In general, one of the strategies that businesses can use to control the market is quality. Instead, quality serves as a metric and a means to achieve satisfaction for people. Product quality refers to the degree of excellence of a product in meeting or exceeding customer expectations [9]. According to [10] there are several indicators of Product quality:

1. Functionality
2. Dependability
3. Longevity
4. Visual Appeal

2.5 Price

According to [11] price is the sum of the values that consumers exchange for the advantages of owning or utilizing a product or service, or the amount that is charged for it. Customers also consider price when making purchases, so pricing requires careful thought. In the eyes of consumers, price is an important attribute that is evaluated along with the non-financial social value that must be sacrificed, and for businesses, price can influence consumer attitudes. Therefore, price is a combination of values that consumers exchange to obtain benefits for goods or services that can be owned or used. According to [10] there are 6 indicators measured from the Price variable, namely:

1. Price accessibility
2. Price alignment with benefits
3. Price competitiveness in the market
4. Price alignment with product quality

2.6 Atmosphere

According to [12] one of the factors that influence a store's ability to make customers feel comfortable when choosing goods to buy is its atmosphere. Store atmosphere can be used as a strategy to create an environment that

makes customers feel comfortable and keeps them coming back [13]. The frontage, visibility, entrance, height, size, uniqueness, surroundings, and parking facilities of the building are indicators of this exterior. The design of the inside of the store needs to optimize visual merchandising. According to [14] say that atmosphere has several indicators, such as:

1. Outer appearance
2. Overall interior
3. Store arrangement
4. Interior presentation

2.7 Hypothesis

A research hypothesis is a temporary statement or assumption made based on previous theory or research and needs to be validated through empirical research. This hypothesis aims to assist research by explaining how the variables studied interact with each other. In quantitative research, hypotheses are usually made in the form of statements that will be tested statistically to ensure their validity.

a. The Influence of E-WOM on Brand Equity

According to [15] the dissemination of information through social media platforms is known as electronic word of mouth or EWOM. E-WOM also includes any online content about a product or service produced by its owner using the internet or any information technology, whether positive or negative. Product variety, product quality, and transaction safety information are examples of social media content relevant to goods or services. This is also reinforced by research by [16] that says, WOM refers to the process of spreading information about a product or service electronically, usually through social media, online forums, product reviews and other review platforms. Information shared through E_WOM can come from a

variety of sources, including satisfied consumers, influencers, or even professional critics. In this context, E-WOM serves as a form of communication that can enhance the awareness, perception, and value of a brand.

H₁: There is an influence of E-WOM on brand equity in purchasing decisions.

b. The impact of product quality on brand equity

According to [17] Product quality is a fundamental factor that influences brand equity. A brand's value is derived from how consumers perceive the products or services it offers, and product quality plays a crucial role in shaping these perceptions. This concept is known as brand equity. In the study by [18] said Strong brand equity increases a company's competitiveness in the market, fosters customer loyalty, and allows it to charge higher prices.

H₂: There is an impact of product quality on brand equity in purchasing decisions.

c. The impact of price on brand equity

According to [19] one of the main marketing components that can affect brand equity is price. Price can influence how consumers perceive the quality and value of a brand, and brand equity itself reflects the value that the brand adds to goods or services. Price can serve as a quality indicator and generate associations and perceptions that increase or decrease brand equity. According to research by [20], While a price that is too low can damage quality perceptions and brand image, a high price can sometimes increase

brand equity by giving the brand a luxury or premium feel. On the other hand, a price that is too high in a market where consumers are highly sensitive to price can also reduce the brand's appeal.

H₃: There is an impact of price on brand equity in purchasing decisions.

d. The impact of atmosphere on brand equity

According to [21] a key component of retail marketing strategy, store atmosphere has the power to influence brand equity and purchase decisions. The physical elements of the store, such as layout, interior design, lighting, colors, and scents, can all contribute to a positive shopping experience for customers. Brand atmosphere has the power to provide customers with a highly satisfying experience by influencing brand awareness, brand association, perceived quality, and brand loyalty. This is also in line with research by [22] that says Building a strong brand image, enhancing perceptions of product or service quality, and fostering lasting loyalty are all achieved through the atmosphere generated by the physical components, design, and brand interactions.

H₄: There is an influence of the atmosphere on brand equity in purchasing decisions.

e. The impact of E-WOM on purchasing decisions.

According to [14] E-WOM allows consumers who are unfamiliar with each other and have never interacted before to share information about a product or service they have experienced.

Consumers are known to evaluate a product when information is shared through E-WOM. Hence, E-WOM has the potential to impact purchase decisions by offering accurate and comprehensive information to consumers. According to research by [23], this is because E-WOM includes ratings and reviews from customers who have actually used and consumed the product, which provides an overview of the product being sold.

H₅: There is an influence of E-WOM on purchasing decisions via brand equity.

f. The impact of product quality on purchasing decisions.

According to [24] one of the most important aspects of consumer purchase decisions is product quality. Product quality is often the main factor that determines whether or not a customer will buy a product in an increasingly competitive market. In addition to being attractive, high quality helps build brand reputation, satisfy customers, and foster lasting loyalty. Also, in line with research by [25], the quality of a product can influence consumer choice and benefit businesses that can produce high-quality goods. Businesses that can consistently deliver high-quality products and meet customer demands will find it easier to attract and retain clients, which will increase sales and build a strong brand. Therefore, any business that wants to successfully attract customers and influence their purchase decisions should prioritize maintaining and improving product quality.

H₆: There is an influence of product quality on purchasing decisions through brand equity.

g. The influence of price on purchasing decisions

According to [26] One of the key elements that influence consumer decisions to buy is price. As a key component of marketing strategy, price serves as a measure of quality, value, and brand image in addition to reflecting the costs that consumers must pay to obtain goods or services. In a study by [27] that said the price effect on purchasing decisions say price is often associated with a number of consumer perceptions and judgments, including value, affordability, and comparison with similar products, its impact on purchase decisions is complex. In essence, price influences consumer purchase decisions in a number of ways, including how consumers perceive the value offered, their financial situation, and the brand or company's pricing strategy.

H₇: There is an influence of price on purchasing decisions through brand equity.

h. The influence of atmosphere on purchasing decisions

According to [28] one of the key elements in fostering a positive shopping experience and influencing customer decisions to buy is store atmosphere. Physical and sensory components that contribute to store atmosphere or retail space include interior design, lighting, music, aroma, temperature, and even layout. This environment aims to attract customers, enhance comfort, shape brand perception, and ultimately impact their purchasing decisions. This is also reinforced by research by [29] that says a pleasant environment not only increases customer satisfaction and comfort, but also reinforces positive feelings

that influence purchase decisions. To attract a larger customer base and boost sales, businesses need to recognize the significance of store atmosphere in store design and crafting the optimal shopping experience.

H₁: There is an impact of atmosphere on purchasing decisions via brand equity.

i. The impact of brand equity on purchasing decisions.

According to [30] Consumer purchasing decisions are strongly influenced by brand equity. Even in fiercely competitive markets, consumers may be swayed to select products from brands with robust brand equity, characterized by elements like brand awareness, perceived quality, brand association, and brand loyalty. Consumers with strong brand equity feel more assured, composed, and content with their purchases, regardless of whether they are new or established brands. In research by [31], it is important for businesses to build and maintain strong brand equity through regular brand management, product quality improvement, and efficient customer communication.

Companies with robust brand equity can drive consumer purchasing decisions and secure a substantial competitive edge in both the short and long run.

H₂: There exists an influence of brand equity on purchasing decisions.

3. METHODS

3.1 Types of research

Research techniques employed in this investigation. This investigation's nature is quantitative. [32] defines primary data as information gathered directly from object studies, excellent people, or respondents. Primary data was obtained from the results of survey responses from selected respondents who met the respondent requirements, namely consumers of Coffee Nuju Bandar Lampung products.

3.2 Data collection technique

In this research, data was gathered through the use of a questionnaire. Respondents were asked to answer a set of written questions or statements as part of this approach. The measurement tool used was the Likert scale, which, according to Sugiyono (2013), serves to evaluate the attitudes, beliefs, and perceptions of individuals or groups towards social issues. The Likert scale applied in this study is outlined as follows:

Table 1. Likert Scale

Points	Information	Code
5	Strongly Agree	SA
4	Agree	A
3	Doubtful	D
2	Don't Agree	DA
1	Strongly Disagree	SD

Source: [33]

3.3 Population

A questionnaire was employed in this study as the data-gathering tool. A questionnaire is a data collection technique where participants are

provided with a set of written questions or statements to answer. The Likert scale is the measurement tool utilized in this investigation.

3.4 Sample

The sample represents a portion of the selected population that is the focus of the research. This study employs nonprobability sampling, where participants are chosen from a population, but not all members have an equal chance of being included. Specifically, purposive sampling is used, a method where researchers select participants based on specific criteria, such as:

1. The minimum age is 17.
2. The residence was in Bandar Lampung.
3. Students of the Faculty of Economics and Business, University of Bandar Lampung who have made purchases at Coffee Nuju Bandar Lampung.

Based on the criteria specified above, obtained 280 respondents in accordance with the criteria.

3.5 Research Variables

1. Exogenous Research Variables

Exogenous factors are those that influence, serve as adaptations for, or result from the emergence of exogenous (structured) factors. Examine this: the external variables include atmosphere, price, product quality, and e-wom.

2. Intervening Research Variables

An intervening variable is placed between endogenous (certain) and exogenous (unfastened) variables to ensure that the latter are not directly influenced by the former, or the appearance of the latter refers to the endogenous (specific) variable, which in this context is brand equity.

3. Endogenous Research Variables

Variables that may be influenced or that may arise from

the presence of exogenous variables. The purchase decision is the endogenous variable in this analysis.

3.6 Data Analysis Methods

The study employs a method for documenting evaluations through the analysis of Partial Least Squares Structural Equation Modeling (PLS-SEM) using the SmartPLS software. PLS-SEM is a multivariate technique that examines the relationships between multiple independent and dependent variables. It enables researchers to simultaneously analyze complex models that involve several constructs, indicator variables, and structural paths. The PLS-SEM process includes phases for evaluating both the measurement model (outer model) and the structural model (inner model).

4. RESULTS AND DISCUSSION

4.1 Data Analysis Results

1. Analysis Outer Model

The measurement or outer model undergoes testing to explore the precise relationships between latent variables and their observed indicators. This process evaluates factors such as convergent validity, discriminant validity, and reliability. Convergent validity is assessed by the correlation between the concept score and the scores of individual indicators. An indicator is deemed reliable if its correlation with its own factor exceeds 0.70. However, during the early stages of research, loadings between 0.50 and 0.60 are generally acceptable. If an indicator's loading falls below 0.60, it is considered insignificant based on the outer loading analysis. The structural model of this study is presented in the following figure.

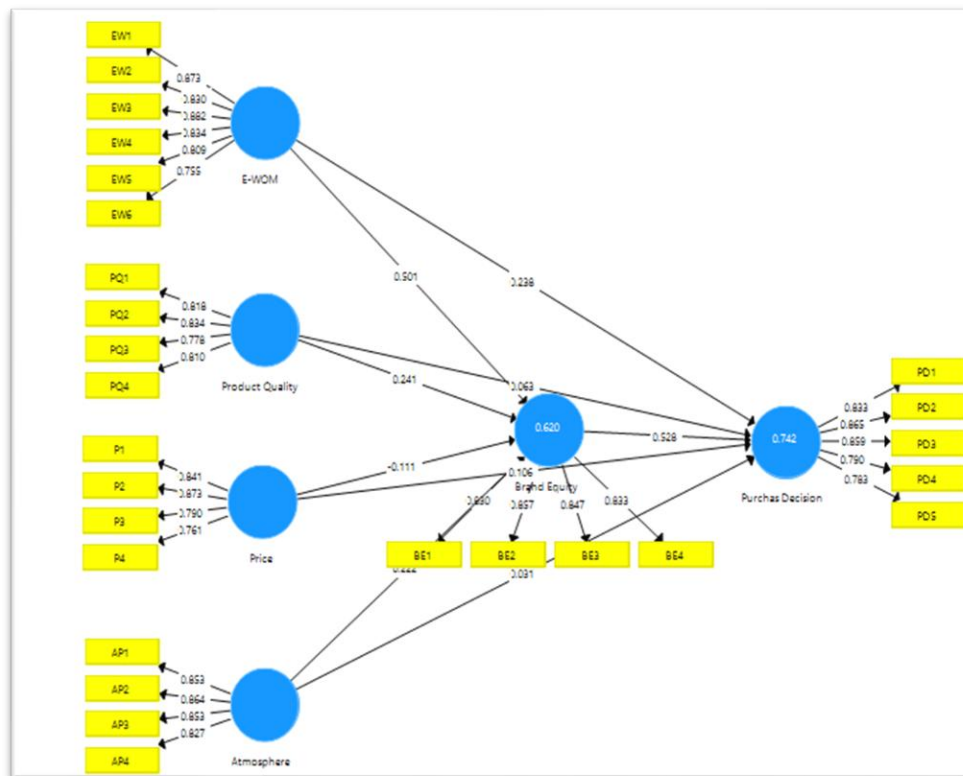


Figure 1. Structural Research Model Partial Least Square

Source: Smart PLS Program Output, 2024

Following this table about the
results loading factors in testing the

Smart PLS outer model program
stage first.

Table 2. Loading Factor Results

Statement	E-WOM	Product Quality	Price	Atmosphere	Brand Equity	Purchase Decision
EW1	0.8726					
EW2	0.8303					
EW3	0.8822					
EW4	0.8345					
EW5	0.8089					
EW6	0.7550					
PQ1		0.8184				
PQ2		0.8339				
PQ3		0.7778				
PQ4		0.8099				
P1			0.8408			
P2			0.8729			
P3			0.7899			
P4			0.7613			
AP1				0.8534		
AP2				0.8644		
AP3				0.8534		
AP4				0.8275		
BE1					0.8304	
BE2					0.8566	
BE3					0.8475	

Statement	E-WOM	Product Quality	Price	Atmosphere	Brand Equity	Purchase Decision
BE4					0.8332	
PD1						0.8328
PD2						0.8647
PD3						0.8590
PD4						0.7902
PD5						0.7828

Source: Smart PLS Program Output, 2024

The following statement, according to the results processed using the Smart PLS Program, the loading factor for e-WOM, product quality, price, atmosphere, brand equity, and purchase decision criteria is greater than 0.70 (Table 4.1 Loading Factor Results). As a result, the entire claim can be measured using the following factors: E-WOM, brand equity, atmosphere, price, product quality, and purchase decision.

2. Evaluate Construct Reliability and Validity

Value average variance extracted (AVE) from each construct and mark dependability as a

construct further illustrate the reliability and validity of the criteria. It is believed that a construct has a high level of reliability if the composite reliability and AVE values of every variable are higher than 0.5. The reliability assessment is conducted by examining the composite reliability value of the dimension block that assesses the construct. A composite reliability value greater than 0.7 is considered acceptable, indicating that the collected data collection. The results demonstrate the evaluation of construct validity and reliability in the study.

Table 3. Construct Reliability and Validity

Variables	Composite Reliability	Average Variance Extracted (AVE)
E-WOM	0.9307	0.6917
Product Quality	0.8843	0.6565
Price	0.8892	0.6681
Atmosphere	0.9122	0.7222
Brand Equity	0.9069	0.7089
Purchase Decision	0.9150	0.6832

Source: Smart PLS Program Output, 2024

a. It can be inferred that all factors associated with e-WOM, product quality, price, atmosphere, brand equity, and purchase decisions exhibit favorable average variance extracted values as shown in Table 4.2, where an AVE value exceeding 0.5 is the preferred standard. Based on table 4.2, it is feasible to conclude that each element related to E-WOM, product quality, price, atmosphere, brand equity, and purchasing decisions has a good

average variance extracted; the optimal criterion is an AVE value more than 0.5.

b. Composite reliability indicates strong dependability for the internal consistency of the E-WOM, product quality, price, atmosphere, brand equity, and purchasing decisions variables. Each construct or variable in Table 4.2 with a composite reliability value above 0.7 demonstrates composite reliability.

3. Analysis Inner Model

Structure Model Every suggested relationship is statistically tested (inner model) using simulation. The hypothesis developed in this study is

tested on the sample using the bootstrap method. Another purpose of bootstrap testing is to reduce the impact of anomalies in the research data.

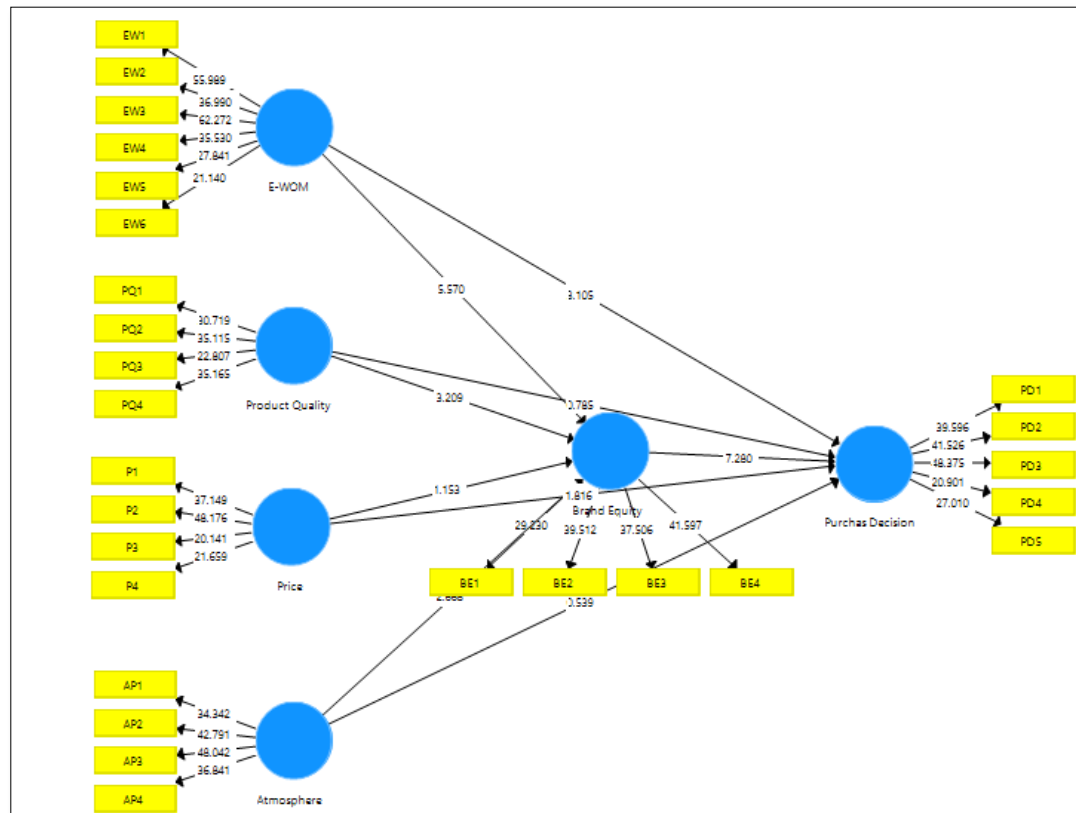


Figure 2. Model Bootstrapping Results
Source: Smart PLS Program Output, 2024

4. R-Square Value

The evaluation of the inner model or structural model aims to understand the relationships between constructs, their significant values, and the R-squared of the research framework. This structural model is assessed by examining the R-squared

value for the dependent construct, the t-test results, and the significance of the coefficients in the structural path. During the model evaluation, the Smart PLS Program initially focuses on the R-squared value of each dependent latent variable.

Table 4. R-Square Test Results

Variables	R Square	R Square Adjusted
Brand Equity	0.6196	0.6141
Purchase Decision	0.7420	0.7373

Source: Smart PLS Program Output, 2024

- R-Square values for E-WOM, product quality, price, atmosphere, and brand equity are 0.660, according to Table 4.3's R-Square test results. Based on

these findings, 66.0% of brand equity can be explained by E-WOM, product quality, price, and atmosphere, with other factors influencing the remaining 34.0%.

- b. E-WOM, product quality, price, atmosphere, and brand equity all had R-Square values of 0.593 against purchasing decisions, according to Table 4.3's R-Square test results. Based on these findings, 59.3% of purchase decisions can be attributed to E-WOM, product quality, price, atmosphere, and brand equity, while the remaining 40.7% is influenced by other factors.

5. Test Results Hypothesis

Understanding the calculated parameters provides valuable insights into the relationships among the variables under study. Table 4.4 presents the expected results for evaluating the structural model. The hypothesis testing in this research uses a significance level of 5%, or Alpha (0.05), in accordance with the Path Coefficients test results:

Table 5. Path Coefficients (Direct Effect) Test Results

Variables	Original Sample (O)	T Statistics (O/STDEV)	P Values
E- WOM -> Brand Equity	0.5010	5,5697	0.0000
Product Quality -> Brand Equity	0.2407	3,2088	0.0014
Price -> Brand Equity	-0.1113	1,1532	0.2494
Atmosphere -> Brand Equity	0.2220	2.6675	0.0079
E- WOM -> Purchase Decision	0.2379	3,1047	0.0020
Product Quality -> Purchase Decision	0.0628	0.7850	0.4328
Price -> Purchase Decision	0.1056	1,8160	0.0700
Atmosphere -> Purchase Decision	0.0305	0.5390	0.5901
Brand Equity -> Purchasing Decision	0.5283	7,2798	0.0000

Source: Smart PLS Program Output, 2024

Hypothesis testing results:

1. The brand equity of Coffee is affected by E-WOM for travel to Bandar Lampung.
2. Product quality in Bandar Lampung impacts the brand equity of coffee.
3. The price of coffee in Bandar Lampung has no bearing on brand equity.
4. The ambiance influences brand equity Visiting Bandar Lampung for coffee.
5. E-WOM influences the decision to buy Coffee Nuju Bandar Lampung.
6. Product quality has no bearing on the decision to buy Coffee Nuju Bandar Lampung.
7. Price does not affect brand equity when going to Bandar Lampung for coffee.
8. Atmosphere has no impact on brand equity when going to Bandar Lampung for coffee.
9. Brand equity influences the decision to buy Coffee Nuju Bandar Lampung.

Table 6. Path Coefficients Test Results (Direct Effect)

Variables	Original Sample (O)	T Statistics (O/STDEV)	P Values
E- WOM -> Brand Equity -> Purchas Decision	0.2647	3,7840	0.0002
Product Quality -> Brand Equity -> Purchasing Decision	0.1272	3,2299	0.0013
Price -> Brand Equity -> Purchasing Decision	-0.0588	1,1905	0.2344
Atmosphere -> Brand Equity -> Purchasing Decision	0.1173	2,7998	0.0053

Source: Smart PLS Program Output, 2024

Hypothesis testing results:

1. E-WOM influences consumers' decisions to buy Bandar Lampung's Nuju coffee via brand equity.
2. The quality of the product influences the decision to buy Bandar Lampung's Nuju coffee via brand equity.
3. Price has no bearing on brand equity when going to Bandar Lampung for coffee using brand equity
4. Brand equity is influenced by the atmosphere when going to Bandar Lampung for coffee using brand equity

4.2 Discussion

Based on the hypothesis test, according to the study's initial results, the variable E-WOM has an impact on the brand equity of Nuju Coffee in Bandar Lampung; if E-WOM is positive, brand equity will rise. The second study's hypothesis test results suggest that brand equity is influenced by varying product quality. The results of the third study's hypothesis test indicate that changing price has no bearing on brand equity. What happens if the price of Nuju Coffee in Bandar Lampung is not taken into consideration by consumers in order to enhance brand equity? This occurs because most coffee consumers, when making a purchase, do not consider the price of the quality of the brand provided, even though quality does not fully impact the desire to buy.

The analysis of the fourth hypothesis test in this study reveals that a variable environment impacts brand equity. In Bandar Lampung, the significance of Nuju Coffee is that a welcoming environment may boost brand value. The fifth hypothesis test indicates that the variable E-WOM influences consumers' decisions to buy. Developing positive E-WOM can lead to an increase in the number of people who decide to buy Nuju coffee Bandar Lampung. The outcomes of the sixth hypothesis test in

this study indicate that fluctuating product quality does not influence a buyer's decision to buy. In Bandar Lampung, indicates that consumers do not take product quality into account when making decisions on what to buy. The cause of this is, first, some consumers, when making a purchase, do not have a taste in accordance with the respondents, although the coffee products use natural & healthy ingredients in the manufacture of their products and also have packaging that is completely unattractive to consumers. The results of the seventh study's hypothesis test reveal that the price does not influence a buyer's decision to purchase Nuju coffee in Bandar Lampung, which means that consumers do not take price into account while making purchases. This is because some consumers, when making a purchase, do not consider the price as a factor in their purchase, they pay more attention to the quality of a product and the benefits that the product provides.

The results of the eighth study's hypothesis test results indicate that the changeable atmosphere has no bearing on the choice to buy Nuju coffee in Bandar Lampung, which means that the environment does not influence a customer's decision to buy. The results of the tenth study's hypothesis test results indicate that the variable E-WOM influences consumers' decisions to buy Nuju coffee in Bandar Lampung through brand equity, which means that if favorable E-WOM is generated, brand equity will rise and influence more people to make purchases. The results of the eleventh study's hypothesis test results indicate that a variable product's quality influences consumers' decisions to buy through brand equity, which means that if product quality improves, brand equity will rise and influence more people to buy Nuju coffee Bandar Lampung. The findings from the twelfth study's hypothesis test indicate that fluctuating pricing influences consumers' decisions to buy. Nuju Coffee in Bandar Lampung

thrives on brand equity, which implies that price is not taken into account by customers when making a purchase or building brand loyalty. Based on the results of the thirteenth hypothesis test in this research, the changeable atmosphere influences consumers' decisions to buy. Nuju Coffee Bandar Lampung, through brand equity, which means that if the environment is comfortable, brand equity will rise and influence more people to buy.

5. CONCLUSION

From the outcomes of data analysis and hypothesis testing conducted, the following conclusions have been established: E-WOM, Product Quality, and Atmosphere affect brand equity, while price has no effect on

brand equity. E-WOM has an effect on purchasing decisions, while the price of Product Quality and Atmosphere has no effect on brand equity. E-WOM, Product Quality, and Atmosphere affect purchasing decisions through brand equity, but price has no effect on purchasing decisions through brand equity for Coffee Nuju Bandar Lampung.

Based on the results of the research conducted, Coffee Nuju Bandar Lampung should encourage consumers to positively review products on various platforms, provide fast feedback to consumers, issue the latest trend products to provide menu variants for consumers, and create music events in various stores that increase the atmosphere of visitors. This will increase brand equity, which will have an impact on increasing purchasing decisions.

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