



## Analysis e Marketing, Product Innovation, and Brand Image on Purchase Decisions Janji Jiwa Coffee in Surakarta

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### ABSTRACT

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The purpose of this research to analyze the effect of either simultaneously or partial e marketing, product innovation, brand image on purchasing decisions for Janji Jiwa coffee in Surakarta. The type of descriptive quantitative research. The population is the buyer of Janji Jiwa coffee in Surakarta. The sample is 100 respondents. Data obtained from questionnaire with accidental sampling technique. The results of the F test prove that e marketing, product innovation, brand image have a simultaneous and significant effect on the purchase decision of Janji Jiwa coffee in Surakarta, where the value of  $F_{count} > F_{table}$  ( $60,552 > 2,699$ ) and the significance of  $0,000 < 0,05$ . The t test results prove that e marketing has a positive and significant effect on the decision to purchase Janji Jiwa coffee with  $t_{count} > t_{table}$  ( $4,842 > 1,985$ ) with a significant value of  $0,000 < 0,05$ . Product innovation has a positive and significant effect on the purchase decision of Janji Jiwa coffee with a value of  $t_{count} > t_{table}$  ( $5,219 > 1,985$ ) with a significant value of  $0,000 < 0,05$ . Brand Image does not affect the purchasing decision of Janji Jiwa coffee with  $t_{count} > t_{table}$  ( $-0,401 > 0,985$ ) with a significant value of  $0,689 > 0,05$ .

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## 1. Introduction

The rapid development of technology allows consumers to use technology to meet their daily needs. In the field of marketing, internet or online media in marketing is called e marketing. The internet is used as a marketing and business medium. One of them is online shopping. For merchants, selling product through online markets will make it easier for them to promote products, because product information will reach potential consumers very quickly and cheaply, and can attract lots of potential customers.

Janji Jiwa is an original coffee shop from Indonesia which was founded by Billy Kurniawan as Business Owner at ITC Kuningan in 2018. According to Billy Kurniawan, owner of Janji Jiwa coffee shop, there are 300 Janji Jiwa coffee shops in 50 major cities in Indonesia throughout 2019 (Kusumawardhani, 2019). The Janji Jiwa coffee shop is one of the fastest growing franchise coffee shops in the entire city of Indonesia, especially in Surakarta. However, interview interviews with guards. Janji Jiwa in Surakarta 70% of copies are sold online. For the long term stability of Janji Jiwa, Billy Kurniawan will continue to provide high standard and quality products, and continue to make interesting innovations and promotions to attract new customers and loyal customers to drink and enjoy Janji Jiwa coffee.

## 2. Research Method

Type of quantitative research. This research was conducted at Janji Jiwa outlet in Surakarta. The population is the coffee buyer Janji Jiwa with a sample of 100 respondents. Data obtained from questionnaires with accidental sampling technique. The data analysis technique in this research is the classical assumption test, multiple linear regression, F test, t test,  $R^2$ .



### 3. Research and Analysis

#### 3.1 Normality Test

**Table 1**  
Normality Test

<i>One-Sample Kolmogorov-Smirnov Test</i>		
<i>Kolmogorov-Smirnov Z</i>	<i>Sig.</i>	<i>Information</i>
1,386	0,043	Normal

Source: Primary Data Processed 2020

The normality test has normal data distribution. Kolmogorov-Smirnov-Test results, p-value (1.386 > 0.05).

#### 3.2 Multicollinearity Test

**Table 2**  
Multicollinearity Test

Variable	<i>Tolerance</i>	VIF	Information
E Marketing	0,469	2,134	Nothing happen
Product Innovation	0,480	2,085	Nothing happen
Brand Image	0,952	1,050	Nothing happen

Source: Primary Data Processed 2020

The multicollinearity test results showed that the regression model in this study did not occur multicollinearity. Obtained from tolerance > 0.10, at VIF < 10.

#### 3.3 Heteroskedasticity test

**Table 3**  
Heteroskedasticity test

Variable	<i>Sig.</i>	Information
E Marketing	0,249	Nothing happen
Product Innovation	0,798	Nothing happen
Brand Image	0,983	Nothing happen

Source: Primary Data Processed 2020

The Glejser test proves that the regression model does not occur heteroskedasticity and the significance probability value on the independent variable is more than 5%.

#### 3.4 Multiple Linear Regression Test

**Table 4**  
Multiple Linear Regression Test

Variable	Regression Coefficient	t	<i>Sig.</i>
<i>Constant</i>	-0,931		
E Marketing	0,560	4,842	0,000
Product Innovation	0,515	5,218	0,000
Brand Image	-0,065	-0,401	0,689

Source: Primary Data Processed 2020

The data equation above is as follows:

$$Y = -0,931 + 0,560 X_1 + 0,515 X_2 - 0,065 X_3 + \epsilon$$

Information :

Constant value ( $\alpha$ ) = -0.931, meaning that if the independent variables e marketing, product innovation, and brand image are considered not constant, the dependent variable purchasing decisions decreases by -0.931. The coefficient of the e marketing variable ( $\beta_1$ ) is positive = 0.560, meaning that when the e marketing variable has increased by one unit, while the product innovation variable and brand image are fixed, the purchase decision increases by 0.560. The regression coefficient value of the product innovation variable ( $\beta_2$ ) is positive = 0.560, meaning that when the product innovation variable has increased by one unit, while the e marketing and brand image variables are fixed, the purchase decision increases by 0.515. The regression coefficient value of the brand image variable ( $\beta_3$ ) is negative = -0.065, meaning that when the brand image variable has decreased by one unit, while the e marketing variable and product innovation are constant, the purchasing decision changes down by -0.065



### 3.5 Determination Coefficient (R<sup>2</sup>)

**Table 5**  
 Determination Coefficient (R<sup>2</sup>)

R	R <sup>2</sup>	Information
0,809	0,654	65,4%

Source: Primary Data Processed 2020

Value (R<sup>2</sup>) 65.4%. This means that the determination or contribution of the e marketing variable, product innovation, brand image to the purchasing decision for Janji Jiwa coffee in Surakarta is 65.4%. The remaining 34.5% is contributed by other variables.

### 3.6 Test F (Simultan)

**Table 6**  
 Test F

Model	Sum of Square	df	Mean of Square	F	Sig.
Regression	611,717	3	203,906	60,552	0,000
Residual	323,273	96	3,367		
Total	934,990	99			

Source: Primary Data Processed 2020

The F test was used to determine the effect of e marketing, product innovation, and brand image on the purchasing decision for Janji Jiwa coffee in Surakarta. The value of  $F_{count} > F_{table}$  ( $60,552 > 2,699$ ) and the significance of  $0,000 < 0,05$  means that e marketing, product innovation, brand image have a simultaneous and significant effect on the purchasing decision of Janji Jiwa coffee in Surakarta.

### 3.7 Test t (Partial)

**Table 7**  
 Test t

Variable	t hitung	t tabel	Sig.	Information
E Marketing	4,842	1,985	0,000	Ha accepted
Product Innovation	5,219	1,985	0,000	Ha accepted
Brand Image	-0,401	1,985	0,689	Ha rejected

Source: Primary Data Processed 2020

The t test is used to determine how much the independent variable is on the dependent variable.

The results of data analysis :

E Marketing (X1)

The value of  $t_{count} > t_{table}$  ( $4,842 > 1,985$ ) significant value of  $0,000 < 0,05$ , it can be concluded that e marketing has a positive and significant effect on the decision to purchase Janji Jiwa coffee in Surakarta.

Product Innovation (X2)

The value of  $t_{count} > t_{table}$  ( $5,219 > 1,985$ ) significant value of  $0,000 < 0,05$ , it can be concluded that product innovation has a positive and significant effect on the purchasing decision of Janji Jiwa coffee in Surakarta.

Brand Image (X3)

The value of  $t_{count} > t_{table}$  ( $-0,401 < 1,985$ ) significant value of  $0,689 > 0,05$ , it can be concluded that brand image has no effect on purchasing decisions for Janji Jiwa coffee in Surakarta.

## 4. Conclusion

- E marketing, product innovation, brand image have a simultaneous and significant effect on the purchasing decision of Janji Jiwa coffee in Surakarta.
- Positively and significantly e marketing has an effect on the purchasing decision of Janji Jiwa coffee in Surakarta.
- Positively and significantly, product innovation has an effect on the purchasing decision of Janji Jiwa coffee in Surakarta.
- Brand Image does not affect the purchase decision of Janji Jiwa coffee in Surakarta.

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