



The Effect of Brand Awareness, Marketing Mix Strategy, and Customer Satisfaction on Purchasing Decisions at Coffee Shop Consumers in Blitar City

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ABSTRACT

This study aims to examine the effect of Brand Awareness, Marketing Mix Strategy, and Customer Satisfaction on consumer purchasing decisions at coffee shops in Blitar City. This study uses a quantitative method with a survey approach and distributes questionnaires to 110 respondents. Data analysis was performed using multiple linear regression. The validity and reliability test results show that all instruments in variables X1 (Brand Awareness), X2 (Marketing Mix), X3 (Customer Satisfaction), and Y (Purchasing Decisions) are declared valid with r count > 0.187 and reliable (Cronbach's Alpha > 0.7). The regression test results show that Brand Awareness significantly affects Purchasing Decisions with a t value = 3.430 and sig. = 0.001, Marketing Mix with t count = 3.430 and sig. = 0.001, and Customer Satisfaction with t count = 4.267 and sig. = 0,000. The F test shows that the three independent variables simultaneously significantly affect Purchasing Decisions with a value of F count = 67.415 and sig. = 0,000. With a coefficient of determination (R^2) of 0.659, the three independent variables in the model account for 65.9% of the variation in purchase decisions. This research suggests that consumer purchasing decisions in the coffee shop industry are significantly influenced by the synergy between brand strength, marketing mix strategy, and customer satisfaction

INTRODUCTION

In recent years, the coffee shop industry in Indonesia has experienced rapid growth. Coffee shops are places to enjoy coffee drinks and function as social spaces supporting urban communities' lifestyles. This phenomenon is also seen in Blitar City, where local coffee shops have sprung up and offer a variety of unique concepts to attract consumers. This lifestyle change has triggered increased competition in the coffee shop business, so understanding the factors that influence consumer purchasing decisions is increasingly important. According to Kotler and Keller (2016), purchasing decisions are influenced by various psychological and marketing variables, including consumer perceptions of brands, marketing strategies implemented, and consumer experiences during the buying process.

Brand awareness is one crucial factor that can influence purchasing decisions. Keller (2003) states that brand awareness reflects the ability of consumers to recognise and remember a brand. Consumers with high brand awareness tend to remember the product more easily when purchasing. This is in line with the research of Hutter et al. (2013), which shows that user interaction on social media can increase brand awareness and purchase intentions.

The marketing mix strategy is also a vital component in coffee shop marketing. According to Kotler and Keller (2016), the marketing mix consists of product, price, place, and promotion designed to create customer value and achieve organisational goals. To attract and retain customers, a coffee shop must offer quality products, appropriate prices, strategic locations, and effective promotions. Malik et al. (2013) found that effective implementation of marketing mix elements can increase consumer purchase intentions in the food and beverage business.

In addition, customer satisfaction also plays a central role in influencing purchasing decisions. Oliver (1997) states that customer satisfaction is an emotional response to a consumption experience that reflects an evaluation of expectations and reality. Satisfied customers tend to make repeat purchases and suggest products to others. Tjiptono and Chandra (2011) emphasize that satisfaction impacts not only loyalty but also future purchase intentions.

This research also refers to the concept put forward by Aaker (2012) regarding the importance of brand equity, where brand awareness is one of its components. Substantial brand equity increases positive perceptions of the brand and directly impacts purchasing decisions. Engel et al (1995) add that purchasing decisions are influenced by information received by consumers, both through direct experience and marketing communications.

In a local context, coffee shops in Blitar City need to understand how each of these variables is interrelated and impacts consumer behaviour. Increased competition requires business owners to evaluate their strategies to continuously attract consumer attention and loyalty. By understanding the contribution of brand awareness, marketing mix strategies, and customer satisfaction, business actors can develop a more targeted approach to increasing sales volume.

Based on the description above, this study aims to empirically examine the effect of brand awareness, marketing mix strategies, and customer satisfaction on purchasing decisions for coffee shop consumers in Blitar City. The

findings are expected to contribute academically and practically, especially in developing marketing strategies relevant to the culinary sector of MSMES in the region.

LITERATURE REVIEW

Brand awareness is an early aspect of brand equity that measures how consumers recognise a brand. Keller (2003) states that brand awareness includes recognition and recall. According to Aaker (2012), brand awareness can increase the likelihood of purchase because consumers tend to choose familiar brands. Brand awareness also allows for stronger brand associations and fosters trust.

The marketing mix is a set of marketing tactics companies use to reach target markets. Kotler and Keller (2016) divide the marketing mix into four elements: product, price, place, and promotion. An integrated strategy between these four elements will provide a valuable experience for customers. Malik et al. (2013) showed that the right marketing mix combination significantly affects purchasing decisions, especially in the food and beverage sector.

Customer satisfaction results from consumers' evaluation of whether a product or service meets or exceeds their expectations. Oliver (1997) emphasises that satisfaction is subjective and depends on individual perceptions of the benefits obtained. According to Tjiptono and Chandra (2011), customer satisfaction is the key to maintaining customer loyalty, increasing word of mouth, and influencing repurchase intentions.

The purchase decision is the final stage of the consumer behaviour process, which includes need recognition, information search, alternative evaluation, judgment, and post-purchase behaviour (Schiffman & Kanuk, 2007). Engel et al. (2010) add that purchasing decisions are influenced not only by internal and external factors, such as the social environment and marketing stimulus. In coffee shops, purchasing decisions are strongly influenced by brand image, product quality, promotion, and satisfaction with previous experiences.

The relationship between the three independent variables (brand awareness, marketing mix strategy, and customer satisfaction) and the dependent variable (purchase decision) is described in the form of a conceptual framework as follows:

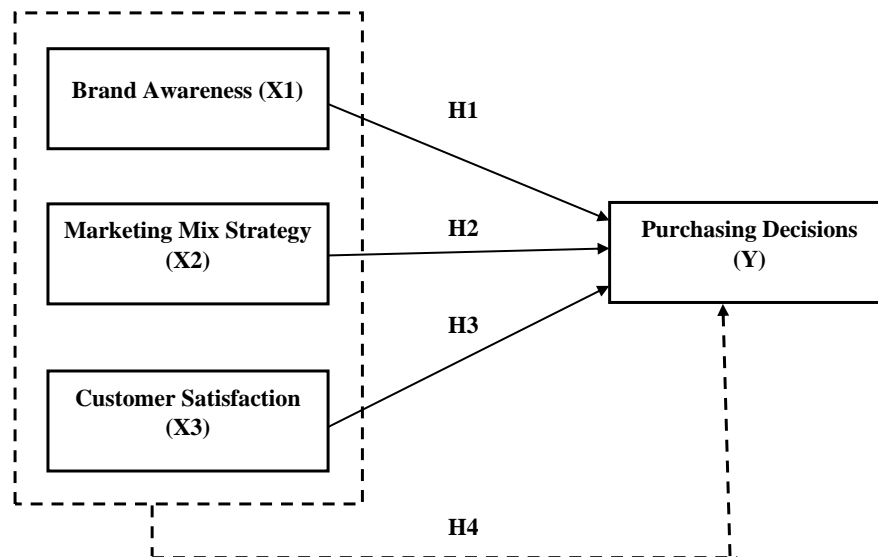


Figure 1. Conceptual Framework

Based on the Conceptual Framework, the Hypothesis in this Study is Formulated as Follows:

1. **H1:** Brand awareness positively and significantly affects consumer purchasing decisions for coffee shops in Blitar City.
2. **H2:** Marketing mix strategy positively and significantly affects consumer purchasing decisions for coffee shops in Blitar City.
3. **H3:** Customer satisfaction positively and significantly affects consumer purchasing decisions for coffee shops in Blitar City.
4. **H4:** Brand awareness, marketing mix strategy, and customer satisfaction simultaneously positively and significantly affect consumer purchasing decisions for coffee shops in Blitar City.

METHODOLOGY

This study combines an associative research design and a quantitative methodology. The purpose of this study was to ascertain the partial and simultaneous relationships and influences between variables. All customers who had made purchases from Blitar City coffee shops made up the study's demographic. Purposive sampling was the method employed, and the respondents had to be at least 17 years old and have made purchases from a coffee shop within the previous three months. There were 110 respondents among the samples that were collected. A questionnaire with a Likert scale ranging from strongly disagree to strongly agree (1-5) was used to gather data. The following table illustrates how the questionnaire is organized according to the indications of each variable:

Table 1. Research Instrument

Variables	Indicator	Source of Theory/Journals
Brand Awareness	<ul style="list-style-type: none"> • Brand Recognition • Brand Recall • Brand dominance • Familiarity with the brand 	Keller (2003), Aaker (2012), Hutter et al. (2013)
Marketing Mix	<ul style="list-style-type: none"> • Products: Quality, variety, innovation • Price: Appropriateness, affordability • Location: Location access, convenience • Promotion: Advertising, discounts, social media, events 	Kotler & Keller (2016). McCarthy (1960), Malik et al. (2013)
Customer Satisfaction	<ul style="list-style-type: none"> • Congruence of expectations and reality • Positive experience • Repurchase intention • Recommendation to others 	Oliver (1997), Tjiptono & Chandra (2011), Kotler & Keller (2016)
Purchase Decision	<ul style="list-style-type: none"> • Recognition of needs • Information search • Evaluation of alternatives • Actual purchase • Post-purchase evaluation 	Engel et al. (1995), Schiffman & Kanuk (2007), Solomon (2018)

Additionally, SPSS software was used to analyze the data using multiple linear regression. Prior to regression analysis, testing for validity and reliability was carried out. These were followed by partial tests (t-test), simultaneous tests (F test), and traditional assumption tests (normality, multicollinearity, and heteroscedasticity).

RESULTS AND DISCUSSION

Validity Test

The validity test measures the extent to which the research instrument can reveal data following the research objectives. In this case, the validity test aims to determine whether each statement item in the questionnaire can measure the intended variable: brand awareness, marketing mix strategy, customer satisfaction, and purchasing decisions.

Pearson's product-moment correlation analysis was used for the validity test, comparing each statement item to the variable's overall score. The following criteria are used to decide: the statement item is deemed valid if the significance

value (Sig. 2-tailed) is less than 0.05 and the value of r count is greater than the r table. The findings of the validity test for every research variable are as follows:

Table 2. Brand Awareness Validity Results (X1)

Statement Items	r Count	r Table	Description
X1.1	0,642	0,187	Valid
X1.2	0,671	0,187	Valid
X1.3	0,598	0,187	Valid
X1.4	0,711	0,187	Valid
X1.5	0,655	0,187	Valid
X1.6	0,686	0,187	Valid
X1.7	0,694	0,187	Valid
X1.8	0,702	0,187	Valid

Table 3. Marketing Mix Validity Results (X2)

Statement Items	r Count	r Table	Description
X2.1	0,677	0,187	Valid
X2.2	0,689	0,187	Valid
X2.3	0,661	0,187	Valid
X2.4	0,644	0,187	Valid
X2.5	0,712	0,187	Valid
X2.6	0,698	0,187	Valid
X2.7	0,709	0,187	Valid
X2.8	0,682	0,187	Valid

Table 4. Customer Satisfaction Validity Results (X3)

Statement Item	r Count	r Table	Description
X3.1	0,732	0,187	Valid
X3.2	0,719	0,187	Valid
X3.3	0,702	0,187	Valid
X3.4	0,714	0,187	Valid
X3.5	0,723	0,187	Valid
X3.6	0,701	0,187	Valid
X3.7	0,705	0,187	Valid
X3.8	0,716	0,187	Valid

Table 5. Purchasing Decision Validity Results (Y)

Statement Item	r Count	r Table	Description
Y1	0,703	0,187	Valid
Y2	0,689	0,187	Valid
Y3	0,675	0,187	Valid
Y4	0,660	0,187	Valid
Y5	0,698	0,187	Valid
Y6	0,687	0,187	Valid
Y7	0,701	0,187	Valid
Y8	0,684	0,187	Valid
Y9	0,713	0,187	Valid
Y10	0,728	0,187	Valid

Reliability Test

The reliability test aims to measure the consistency or stability of the measurement results of a research instrument. An instrument is reliable if it provides consistent results under the same conditions. In this study, the reliability test was carried out to ensure that the questionnaire items consistently measured each variable: brand awareness, marketing mix strategy, customer satisfaction, and purchasing decisions. Reliability testing was carried out using the Cronbach's Alpha method. A variable is said to have good reliability if the Cronbach's Alpha value is > 0.70 , by the standards commonly used in social research. The following are the results of the validity test for each variable.

Table. 6 Validity Test Results X1, X2, X3, and Y

Variables	Number of Items	Cronbach's Alpha Value	Description
X1 (Brand Awareness)	8	0,872	Reliable
X2 (Marketing Mix)	8	0,861	Reliable
X3 (Customer Satisfaction)	8	0,868	Reliable
Y (Purchase Decision)	10	0,893	Reliable

Classical Assumption Test

Normality Test

The normality test was carried out to determine whether the data obtained in this study were normally distributed or not. Normal distribution is one of the basic assumptions in classical linear regression analysis, which must be met so that statistical analysis results are valid and can be interpreted accurately. In this study, the normality test was carried out using the Kolmogorov-Smirnov method. The decision-making criteria are as follows: if the significance value (Sig.) > 0.05 , the data is declared normally distributed; conversely, if the

significance value < 0.05 , then the data is not normally distributed. The following are the results of the normality test:

Table 8. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		110
Normal Parameters ^a	Mean	0,0000
	Std. Deviation	4,2002
Most Extreme Differences	Absolute	0,0733
	Positive	0,0597
	Negative	(0,069)
Kolmogorov-Smirnov Z		0,7697
Asymp. Sig. (2-tailed)		0,593
a. Test distribution is Normal.		

The normality test results using the One-Sample Kolmogorov-Smirnov Test method on the Unstandardized Residual value show that the residual data has a normal distribution. The Asymp indicates this. Sig. (2-tailed) value of 0.593, greater than $\alpha = 0.05$, so there is insufficient evidence to reject the null hypothesis that the data is usually distributed. The Kolmogorov-Smirnov Z value of 0.7697, with the most extreme (absolute) difference value of 0.0733, also supports the conclusion that the residual distribution does not deviate significantly from the normal distribution. Thus, the normality assumption in this multiple linear regression model is fulfilled, and further analysis is required.

Multicollinearity Test

The multicollinearity test is one of the important steps in multiple linear regression analysis. Multicollinearity occurs when two or more independent variables in a regression model have a robust linear relationship. This condition can cause problems in interpreting regression coefficients, increase the variance of coefficient estimates, and reduce the model's accuracy in predicting the dependent variable.

Table 9 Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Description
X1 (Brand Awareness)	0,532	1,880	No multicollinearity
X2 (Marketing Mix)	0,498	2,008	No multicollinearity
X3 (Customer Satisfaction)	0,567	1,763	No multicollinearity

According to the findings of the multicollinearity test, every independent variable has a VIF value less than 10 and a tolerance value greater than 0.10. This shows no signs of multicollinearity between the regression model's independent variables. As a result, excessively high inter-variable correlations do not skew the usage of the three independent variables in regression analysis.

Heteroscedasticity Test

In the regression model, the heteroscedasticity test establishes whether variance inequality exists between the residuals in one observation and another. The Glesjer approach is a popular technique for identifying heteroscedasticity symptoms. This procedure involves regressing the absolute value of the residuals of the initial regression results on the independent variables in the model. The outcomes of the heteroscedasticity test are as follows.

Table 10. Heteroscedasticity Test Results

Independent Variable	Sig. (p-value)	Description
X1 (Brand Awareness)	0,412	No heteroscedasticity
X2 (Marketing Mix)	0,365	No heteroscedasticity
X3 (Customer Satisfaction)	0,527	No heteroscedasticity

According to the Glejser Test technique for heteroscedasticity, every independent variable has a significance value (Sig.) higher than 0.05. This indicates that there is no meaningful correlation between each independent variable and the absolute value of the residuals. Therefore, the assumption of homogeneity of variance has been satisfied, and this regression model does not exhibit any signs of heteroscedasticity.

Multiple Linear Regression Analysis

The effect of multiple independent variables on a single dependent variable is ascertained through multiple regression analysis. This technique aids in determining how much the independent variables influence the dependent variable concurrently or in part. The impact of the independent variables, brand awareness, marketing mix approach, and customer satisfaction, on the dependent variable purchasing decisions was examined in this study using multiple regression analysis. The outcomes of the multiple linear regression analysis are as follows:

Table 11. Multiple Linear Regression Analysis Results

Independent Variable	Coefficient (B)	Std. Error	t Count	Sig. (p-value)	Description
Constant (a)	2,314	0,721	3,209	0,002	Significant
X1 (Brand Awareness)	0,295	0,086	3,430	0,001	Significant
X2 (Marketing Mix)	0,271	0,079	3,430	0,001	Significant
X3 (Customer Satisfaction)	0,384	0,090	4,267	0,000	Significant

The regression equation is derived from the multiple linear regression analysis findings as follows:

$$Y = 2,314 + 0,295 X1 + 0,271 X2 + 0,384 X3$$

From the above equation, it can be concluded that the constant value of 2.314 indicates that if the three independent variables (brand awareness, marketing mix strategy, customer satisfaction) are at zero value, then the fundamental value of consumer purchasing decisions (Y) remains at 2.314. This shows that other factors outside the model influence purchasing decisions, although they are not included in this study. The regression coefficient for the brand awareness variable (X1) of 0.295 indicates that each increase in the perception of brand awareness by one unit will increase consumer purchasing decisions by 0.295 units, assuming other variables remain constant. Furthermore, the regression coefficient for marketing mix (X2) is 0.271, which means an effective marketing mix strategy also positively contributes to purchasing decisions. With a one-unit increase in the perception of the marketing mix, the purchasing decision will increase by 0.271 units.

The customer satisfaction variable (Y) has the highest coefficient, 0.384. This shows that customer satisfaction has the most dominant influence on consumer purchasing decisions compared to brand awareness and marketing mix. In other words, the higher the satisfaction consumers feel with coffee shop products and services, the more likely they are to purchase. These three variables simultaneously contribute positively and significantly to consumer purchasing decisions at coffee shops in Blitar City.

The coefficient of determination (R^2) measures how much the independent variables contribute to the regression model's ability to explain variations in the dependent variable. The R^2 value is in the range 0 to 1. The closer to 1, the greater the proportion of the dependent variable that the model can explain. In this study, the coefficient of determination is used to see how much influence the independent variables, namely brand awareness, marketing mix strategy, and customer satisfaction, have in explaining changes in the dependent variable, namely purchasing decisions. In addition, Adjusted R^2 is also considered to correct the R^2 value to be more accurate, especially in models that involve more than one independent variable.

Table 12. Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,812	0,659	0,649	2,591

The three independent variables account for 65.9% of the variation in purchasing decisions, with others outside the model accounting for the remaining 34.1%, according to the R Square value of 0.659.

T test

The impact of every independent variable on the dependent variable is measured using the t-test. The t-test was used in this study to ascertain the relative contributions of customer happiness, marketing mix strategy, and brand recognition to the purchasing decisions of Blitar City coffee shop patrons. The significance level (α) of 0.05 is compared to the significance value (Sig.) to determine the t-test results. Purchase decisions are highly impacted by the

variable if the Sig. Value is less than 0.05. The following are the results of the t-test:

Table 13. T-Test Results

Independent Variable	t Count	Sig. (p-value)	Description
X ₁ (Brand Awareness)	3,430	0,001	Significant effect
X ₂ (Marketing Mix)	3,430	0,001	Significant effect
X ₃ (Customer Satisfaction)	4,267	0,000	Significant effect

The t-test results show that the three independent variables have a significant effect. Value <0.05, so it can be concluded that Brand Awareness, Marketing Mix, and Customer Satisfaction partially and significantly affect Purchasing Decisions (Y). Among the three, customer satisfaction has the most substantial partial influence on purchasing decisions, with the most significant value being 4.267.

F test

The F test determines the effect of all independent variables simultaneously or together on the dependent variable. This study conducted the F test to test whether brand awareness, marketing mix strategies, and customer satisfaction significantly influence purchasing decisions. The significance value resulting from the F test is also compared with $\alpha = 0.05$. If the Sig. Value <0.05, then the three independent variables simultaneously significantly affect purchasing decisions. The following are the results of the F-test:

Table 14. f Test Results

Model	Sum of Squares	df	MK (Mean Square)	F Count	Sig. (p-value)
Regression	2534,921	3	844,94	67,415	0,000
Residuals	1329,324	106	12,540		
Total	3864,245	109			

As can be seen from the above table, the regression model created with the variables Brand Awareness (X₁), Marketing Mix (X₂), and Customer Satisfaction (X₃) concurrently has a significant impact on the Purchasing Decision variable (Y) with a value of F Count = 67.415 at a significance level of 0.000 <0.05.

The Effect of Brand Awareness on Purchasing Decisions

A regression coefficient of 0.295 and a significance value of 0.001 indicate that Brand Awareness (X₁) significantly and favorably influences Purchasing Decisions (Y). This suggests that consumers are more likely to purchase when they are more familiar with the brand. This result is consistent with the study by Nasution et al. (2024), which claims that at the Kopi Kenangan location in Palembang City, brand awareness has a positive and significant impact on

consumers' decisions to buy. According to this study, brand awareness has a significant impact on how consumers choose particular coffee goods

According to Aaker (2012), Brand Awareness is the ability of consumers to recognise or remember a brand as part of a particular product category. High brand awareness can increase consumer confidence in products and influence purchasing decisions. In Blitar City, which is known as a historical city with a rapidly developing culinary sector, the coffee shop business is experiencing significant growth. Increasingly fierce competition requires every business actor to build a strong brand image and awareness in the minds of consumers. Research by Nasution et al. (2024) on the Kopi Kenangan Palembang City branch supports these findings, where Brand Awareness positively and significantly affects purchasing decisions. Likewise, research by Andriyanto & Subakto (2023) and Sari et al (2021) shows that Brand Awareness positively and significantly affects purchasing decisions. Therefore, the right strategy for coffee shops in Blitar is to build brand awareness to increase consumer purchases.

The Effect of Marketing Mix Strategies on Purchasing Decisions

Regression analysis shows that Marketing Mix (X_2) positively and significantly affects Purchasing Decisions (Y), with a regression coefficient of 0.271 and a significance value of 0.001. This shows that an effective marketing strategy can increase consumer purchasing decisions. The results of this study are reinforced by Sari & Riswana's research (2022), which found that Marketing Mix elements such as product, price, promotion, and location simultaneously influence consumer purchasing decisions in micro businesses, including coffee shops. According to Kotler and Keller (2016), properly managing these elements can influence consumer perceptions and drive purchasing decisions. In the context of coffee shops in Blitar City, implementing the right marketing mix strategy is the key to winning the competition and attracting consumer interest. Blitar City is experiencing significant growth in the culinary sector, including the coffee business, which has mushroomed in various corners of the city. Consumers, especially young people and professionals, not only consider the taste of coffee, but also other aspects such as competitive prices, strategic location, convenience of the place, and attractive promotions.

Similarly, research by Nabil (2024) shows that consistently implementing the 4P marketing strategy can improve marketing and sales performance. This is also supported by Oktori's research (2023) and Sari & Riswana's research (2022), which shows that marketing mix elements simultaneously influence consumer purchasing decisions in micro businesses, including coffee shops. Therefore, coffee shops in Blitar City must continue adjusting their marketing strategies to remain relevant to dynamic consumer needs and preferences, differentiate themselves from competitors, and drive purchasing decisions.

The Effect of Customer Satisfaction on Purchasing Decisions

The regression analysis results show that Customer Satisfaction (X_3) positively and significantly influences Purchasing Decisions (Y), with a regression coefficient value of 0.384 and a significance of 0.000. This finding shows that the higher the satisfaction consumers feel, the more likely they will make repeat purchases or recommend products to others. Customer satisfaction is one of the strongest determining factors in shaping purchasing behaviour. This

research aligns with a study by Lukito (2024) at Starbucks Coffee Karang Tengah, which found that Customer Satisfaction significantly affects purchasing decisions, with a t-count value of 10.145 and a significance of 0.000. These results reinforce the understanding that consumers' positive experiences while using a product or service will encourage loyalty and repeated purchasing decisions. This is also confirmed by Putri's research (2024) that customer satisfaction has a crucial role in building consumer loyalty for Janji Jiwa Coffee in Karawang Galuhmas, which is seen by consumers who make purchases. In other words, the higher the level of customer satisfaction, the more likely they are to return to buy and recommend Kopi Janji Jiwa to others, ultimately affecting purchasing decisions. According to Kotler and Keller (2016), customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perception of product performance with their initial expectations. When performance exceeds expectations, customers will feel satisfied, even delighted, which can increase loyalty and repurchase intentions. This is very relevant in the context of coffee shops in Blitar City. The city has increasingly selective and critical consumers, especially the younger generation, who are looking for quality products and a pleasant experience when visiting a coffee shop. Customer satisfaction can be influenced by various aspects such as beverage quality, friendliness, place atmosphere, and service speed. Coffee shops that provide a comprehensive and satisfying experience will find it easier to gain repeat customers and organic word-of-mouth. Therefore, maintaining and increasing customer satisfaction is an important strategy for the sustainability of the coffee shop business in increasingly fierce local market competition in Blitar City.

The Effect of Brand Awareness, Marketing Mix Strategy, and Customer Satisfaction on Purchasing Decisions

The results of the F-test analysis in this study indicate that the variables Brand Awareness (X_1), Marketing Mix (X_2), and Customer Satisfaction (X_3) simultaneously have a significant effect on Purchasing Decisions (Y), with an F-count value of 67.415 and a significance level of 0.000. A significance value smaller than 0.05 indicates that the regression model used in this study is feasible or fit to predict the dependent variable, as explained by Sugiyono (2016). This means that the three independent variables can explain variations in consumer purchasing decisions at coffee shops in Blitar City. This finding reinforces that effective marketing strategies, proper brand management, and satisfying customer experiences are important combinations in shaping collective purchasing decisions. Consumers are not only influenced by one aspect, but by the integration of various factors that shape their perceptions and preferences for a product or service.

The effect of Brand Awareness, Marketing Mix Strategy, and Customer Satisfaction simultaneously on purchasing decisions is crucial in managing coffee shops in Blitar City. Research conducted on various coffee shops shows that these three variables are interrelated and contribute significantly to shaping consumer decisions to buy products. High brand awareness makes consumers more familiar with and trust the coffee shop brand, increasing the likelihood of

purchasing (Ismaya, 2021). In addition, implementing the right marketing mix strategy, including varied products, competitive prices, strategic locations, and effective promotions, is key in attracting and retaining customers (Prayogo & Zaini, 2022). Another important factor is customer satisfaction, which is influenced by store atmosphere and product diversity, directly increasing consumer loyalty and purchasing decisions (Prayogo & Zaini, 2022). Research at Beta Coffee Pekanbaru also reinforces these findings by showing that brand awareness and digital marketing have a positive and significant effect on purchasing decisions, which confirms the importance of brand management and digital marketing in increasing sales (Arrianda et al, 2024).

Thus, the primary focus for coffee shop businesses in Blitar must be strengthening brand awareness, implementing an integrated marketing mix, and increasing customer satisfaction. This strategy increases purchasing decisions and builds consumer loyalty during increasingly fierce business competition.

CONCLUSION AND RECOMMENDATION

Based on the results of data analysis that has been carried out on coffee shop consumers in Blitar City, it can be concluded that the variables Brand Awareness (X_1), Marketing Mix (X_2), and Customer Satisfaction (X_3) have a significant effect on Purchasing Decisions (Y). Brand awareness has a positive influence through the power of brands that are easily recognised and remembered by consumers. The right Marketing Mix strategy, especially in promotion and product quality, also significantly drove consumer decisions. Meanwhile, Customer Satisfaction is a key factor that encourages repeat purchases and consumer loyalty. Simultaneously, these three independent variables significantly affect purchasing decisions, which indicates that an integrated strategic approach from all three is important for the success of a coffee shop business.

For coffee shop managers in Blitar City, it is recommended that brand awareness be increased through creative promotional activities on social media and that the brand's visual identity be strengthened. In the marketing mix aspect, adjusting competitive prices and improving product quality and place comfort are important focuses. In addition, efforts to maintain and improve customer satisfaction must continue through friendly, responsive, and consistent service. For future researchers, it is recommended to expand the scope of the research area or add other variables, such as lifestyle or digital engagement, to enrich the purchasing decision model.

FUTHER STUDY

This study has limitations in the scope of the region, which only covers Blitar City. The variables are limited to brand awareness, marketing mix, and customer satisfaction. Therefore, future studies are recommended to expand the geographical scope, add other variables such as customer loyalty or brand image, and consider a qualitative or mixed-method approach to understanding consumer behavior in purchasing decisions.

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