

# Service Quality, Price, and Brand Image Influencing Consumer Purchase Intention

I Gusti Bagus Agastya Putra<sup>1</sup>, Made Setini<sup>2\*</sup>, Bayu Pasupati<sup>3</sup>

<sup>123</sup> Faculty of Economics and Business, Warmadewa University, Denpasar Bali  
Email Correspondent: Setini@warmadewa.ac.id

Received: 17 January 2026 Revised: 15 March 2026 Accepted: 25 May 2026

DOI: <https://doi.org/10.54099/hbr.v6i1.1741>

## Abstract

This study examines the influence of service quality, price, and brand image on consumer purchase intention at M. Aboe Talib Coffee Shop in East Denpasar. The research is motivated by inconsistencies in previous findings and a decline in visitor numbers, indicating the need to better understand factors affecting consumer interest. A quantitative approach was employed using a survey method. Data were collected through questionnaires distributed to 100 respondents, selected using the Slovin formula and purposive sampling technique. The collected data were analyzed using multiple linear regression, supported by t-tests and F-tests to examine partial and simultaneous effects among variables. The results show that service quality, price, and brand image simultaneously have a positive and significant effect on consumer purchase intention. Partially, each variable also demonstrates a positive and significant influence on purchase intention. These findings indicate that improving service performance, offering competitive and value-based pricing, and strengthening brand image are essential strategies for increasing consumer interest in the coffee shop industry. This study contributes empirically by highlighting the importance of integrating service quality, price perception, and brand image to enhance consumer purchase intention, particularly for traditional coffee shops facing intense competition from modern coffee shop trends. The results provide practical implications for business owners in developing effective marketing strategies to attract and retain customers.

**Keywords:** Brand Image; Coffee Shop Industry; Consumer Purchase Intention; Price; Service Quality

## INTRODUCTION

In the era of globalization, competition in the business world is growing more rapidly so that business actors are required to be able to adapt and determine the right competitive strategy, including in the Micro, Small, and Medium Enterprises (MSMEs) sector, especially the coffee shop industry. Coffee shops have become part of modern urban culture, including in Bali, reflecting a shift in the lifestyle of people who not only consume coffee, but also make it a means of gathering, working, and relaxing (Lindiani et al., 2024). Fierce competition encourages coffee shop business actors to understand and meet consumer needs through product uniqueness, price, service quality, marketing strategy, and brand image, considering that marketing is a comprehensive concept that includes identifying consumer needs, pricing, and product promotion (Ngatno, 2017). Coffee shop products in the form of coffee drinks, accompanying meals, and tangible services are offered to meet the needs and desires of consumers (Firmansyah, 2019).

<sup>1</sup> Corresponding Author: setini@warmadewa.ac.id

The rapid growth of the number of coffee shops in Indonesia, which reached more than 2,950 outlets in 2019, shows the increasingly fierce competition in the coffee shop business (Ilham et al., 2024), in line with Rentech Digital data which recorded that there were 929 coffee shops in Bali as of May 5, 2025, with the dominance of sole proprietorships and the highest concentration in Denpasar. This condition requires coffee shops, including M. Aboe Talib, to pay attention to service quality, affordable prices, and brand image to attract and retain customers, considering that consumers not only buy coffee products but also the experience offered. This strategy is an important factor in influencing consumer buying interest, which is defined as consumers' desire to buy or choose a product based on experience, preferences, and interest in certain brands (Wardhana, 2024; Luhglatno et al., 2024). Consumer buying interest is influenced by various internal and external factors, especially service quality, price, and brand image. At M. Aboe Talib's coffee shop, the quality of service that is not completely consistent, such as the speed of presentation and the friendliness of different employees on each visit, has the potential to affect consumer satisfaction and buying interest. In addition, even though the price of the product is considered quite competitive, some consumers consider that the price is not fully proportional to the portion or quality of service received. In terms of brand image, M. Aboe Talib coffee shop is better known among adult consumers, while the current trend of coffee shops is more in demand among young people, so the limitations of brand recognition also affect consumer buying interest and income levels. Thus, improving service quality, adjusting prices to the value felt by consumers, and strengthening brand image are important factors in increasing consumer buying interest Surlimna et al. (2025).

Service quality is the main factor that affects consumers' buying interest because it aims to meet their needs and provide customer satisfaction (Indrasari, 2019:57). Services are intangible and directly felt by consumers (Dahlan, 2023:3), and are judged by their ability to meet or exceed customer expectations (Kotler & Keller, 2022:131); (Gunawan et al., 2024). In a coffee shop, the quality of service is reflected in the process of ordering, serving, and employee interaction which includes speed, accuracy, friendliness, and handling complaints. At M. Aboe Talib's coffee shop, even though it has a Google Review rating of 4.6, there are still complaints related to service, which shows that digital reviews play a role in shaping consumer perception and buying interest. In the service quality variable, the research conducted by stated that the service quality variable has a positive and significant effect on consumer buying interest in the Imelda Cellphone Telukdalam Store, South Nias. Meanwhile, the research conducted by stated that the service quality variable did not have a positive and significant effect on buying interest in products at Indomaret Medan Marelan branch. (Zebuah, 2022) (Putri & Tanjung, 2024)

Price is an important factor that affects buying interest because it has a direct impact on purchasing decisions and market demand (Azam et al., 2025). Price is an element of the marketing mix that generates revenue and becomes a monetary value exchanged by consumers to obtain products or services (Kotler & Keller, 2022), and serves as a tool to differentiate from competitors (Indrasari, 2019). In the coffee shop industry, consumers compare prices with the benefits, product quality, and services received, so that unreasonable prices can reduce buying interest. At M. Aboe Talib's coffee shop, the price increase caused fluctuations in the number of visitors, although the price was relatively lower than that of competitors, which shows that the perception of price compatibility with quality remains the main determinant of buying interest and brand image. In the price variable, research conducted by stated that the price variable has a positive and significant effect on buying interest in consumers of the Tiktok Shop platform. Meanwhile, the research conducted by stated that price variables have a negative and significant effect on the buying interest of Yamaha automatic motorcycle consumers. (Nazara & Yunita, 2023) Putra Pratama (2024),

Brand image is an important factor that affects consumer buying interest in the coffee shop industry where competition is getting fiercer. Brand image is the perception formed in the minds of consumers towards a brand (Firmansyah, 2019), Suliman et al. (2025), is relatively consistent in the long term and must have advantages over competitors (Indrasari, 2019), and serves as a distinguishing identity of a company's products or services (Kotler & Keller, 2022) Setini et al., 2025). A positive brand image reflects reputation, trust, and quality, thereby increasing consumer confidence to make a purchase. In the M. Aboe Talib coffee shop, the brand image is better known among adult consumers because it maintains the traditional filtered coffee concept and unique menu name, but it is less in demand by young people who dominate the current coffee shop trend, thus having an impact on the level of visits and consumer buying interest. The research conducted by stated that the (Ahmad et al., 2020) brand image variable has a positive and significant effect on the buying interest of Oriflame in the city of Manado. Meanwhile, the research conducted by stated that

(Wijayasari, 2020) the Brand image variable has a negative and significant effect on consumer buying interest in Sitting Elephant Sarongs in Pekalongan Regency.

The rapid growth of coffee shops in Bali along with the changing lifestyles of urban people has increased the intensity of business competition, so business actors need to implement the right marketing strategy to increase consumer buying interest. A number of previous studies have examined consumer buying interest in the food and beverage sector by highlighting the variables of service quality, price, and brand image. However, there are still few researchers who focus on testing these three variables simultaneously on coffee shops with traditional concepts that maintain local identity amid the dominance of modern coffee shop trends. Research that discusses the context of traditional coffee shops in the Denpasar area is also still limited. Therefore, this study aims to analyze the influence of service quality, price, and brand image on consumer buying interest in M. Aboe Talib Coffee shop. The purpose of this study is to examine the influence of each variable as well as the simultaneous influence of service quality, price, and brand image on consumer buying interest.

## LITERATURE REVIEW

### Marketing Management

Marketing is a managerial process that aims to identify and meet human needs and desires through the creation, offering, and exchange of valuable products (Kotler & Keller, 2022). Marketing management is defined as the art and science of selecting target markets as well as acquire, retaining, and developing customers through the creation, delivery, and communication of superior customer value (Kotler & Keller, 2022). One of the main concepts in marketing management is the marketing mix or marketing mix, which is a set of marketing tools that companies use to achieve marketing goals in the target market (Kotler & Keller, 2022), which consists of four main elements (4P), namely product, price, promotion, and place (Kotler & Keller, 2022). Product includes everything that is offered to meet the needs or desires of consumers, whether in the form of goods or services; Price is a certain amount of value that consumers must pay to obtain the benefits of the product; Promotion is a communication activity to inform and persuade the target market; while PLACE is related to distribution activities and product availability so that consumers can access it at the right time and place.

### Buying Interest

Buying interest is the desire or interest of consumers to buy or choose a product that arises from the experience of choosing, using, consuming, or even just wanting it, and is influenced by preferences for certain brands (Wardhana, 2024; Wardhana, 2024), which is reflected in consumers' interest in a product so that it encourages the desire to make purchases (Luhglatno et al., 2024). According to Wardhana (2024), buying interest is influenced by several factors, namely brand image that shapes consumer trust, attitudes towards prices that are considered reasonable and valuable, perceptions of product and service quality, seasonal trends, and discounts and promotions. Buying interest can also be identified through indicators of transactional interest, referential interest, preferential interest, and exploratory interest, each of which indicates a desire to buy, recommend, choose a particular product, as well as seek information or try a product before making a purchase (Ferdinand quoted by Putri & Tanjung, 2024).

### Quality of Service

Service quality is the ability of a company or service provider to provide services that are able to meet or even exceed customer expectations, which is assessed not only based on internal operational standards, but especially on the level of satisfaction and experience felt by customers in accordance with stated or implied needs (Kotler & Keller, 2022). Service quality is also understood as services that are intangible, unownable, and not durable, but are experienced and felt directly by service recipients (Dahlan, 2023), as well as an effort to help and meet the needs of others through service activities (Indrasari, 2019). According to Tjiptono and Chandra (2012) quoted by Tirtayasa et al. (2024), service quality is influenced by several factors, namely performance, features, reliability, conformation, durability, serviceability, aesthetics, and perception of quality. Meanwhile, service quality indicators include reliability, tangibles, responsiveness, assurance, and empathy which reflect service reliability, availability of physical facilities, speed and alertness of service, assurance of competence and courtesy of employees, and individual attention to customers (Kotler quoted by Putri & Tanjung, 2024).

### Pricing

Price is one of the elements of the marketing mix that generates revenue for the company and is defined as the monetary value or other measure that consumers must exchange to obtain the right to own or use a good or service (Kotler & Keller, 2022), as well as a certain amount of money paid by the buyer which is also a means of differentiating the company's offer from competitors (Indrasari, 2019). Price has a crucial role in marketing strategy because it has a direct effect on consumer buying interest and market demand level (Azam et al., 2025), including in the context of coffee shops that reflect production costs, quality of raw materials, service levels, and marketing strategies. According to Kotler and Keller (2022), pricing goals include short-term profits, market penetration, market erosion, and quality leadership. The price level is influenced by economic conditions, supply and demand, demand elasticity, competition, and costs borne by the company (Swastha & Sukotjo, 2007 cited by Pratiwi et al., 2021). The price indicators include price affordability, price conformity with product quality, price conformity with perceived benefits, and price competitiveness compared to other products (Kotler & Armstrong, 2016 quoted by Grace Haque, 2020).

## **Brand image**

Brand image is a set of names, terms, symbols, signs, or designs that function to identify and distinguish a company's products or services from its competitors (Kotler & Keller, 2022), and is understood as consumer perception that is relatively consistent in the long term so that it is difficult to form and change if it is firmly attached to the consumer's mind (Indrasari, 2019). In the context of a coffee shop, brand image is a description and assessment of customers formed through experience, communication, and interaction with product quality, the atmosphere of the place, service, and the values carried, which play an important role in influencing consumer buying interest, loyalty, and trust (Firmansyah, 2019). According to Keller (2009) quoted by Suardhita et al. (2020), factors that shape brand image include product excellence and the strength of brand associations stored in consumers' memories. Meanwhile, the brand image component consists of the maker's image (corporate image), the user image (user image), and the product image (Biels, 1992 cited by Ilmi et al., 2020). The brand image indicators include company image, consumer image, and product image perceived by consumers based on popularity, credibility, user characteristics, and product attributes and benefits (Simamora, 2004 quoted by Hasan Asy'ari & Karsudjono, 2021).

## **RESEARCH METHODOLOGY**

This study uses a quantitative approach with an associative research design to analyze the influence of service quality, price, and brand image on consumer buying interest in M. Aboe Talib coffee shop located in East Denpasar. The research population is all consumers of M. Aboe Talib coffee shop during the January-December 2024 period, which totals 8,454 people. The sample was determined using the Slovin formula with an error rate of 10%, so that 98.8 respondents were obtained which were rounded up to 100 respondents. The sampling technique used was purposive sampling, with the criteria that respondents were consumers who were visiting and had made purchases at the M. Aboe Talib coffee shop.

The data collection technique was carried out through observation, interviews, and questionnaire distribution to respondents using a five-point Likert scale. The collected data were analyzed using the Statistical Package for Social Science (SPSS) through the validity and reliability test of the instrument, a classical assumption test which included normality, multicollinearity, and heteroscedasticity tests, and multiple linear regression analysis. Hypothesis testing was carried out with the F test to determine the simultaneous influence, the t-test to determine the partial effect, and the analysis of the determination coefficient ( $R^2$ ) to measure the contribution of the variables of service quality, price, and brand image to consumer buying interest with a significance level of 5%.

## **RESULTS AND DISCUSSION**

### **Results**

#### **Respondent Characteristics**

The characteristics of respondents in this study aim to describe the profile of the respondents used as a sample. Based on Table 4.1, the number of respondents involved in this study was 100 people. Judging from gender, respondents were dominated by men with a percentage of 62.0%, while women at 38.0%. Based on age group, the majority of respondents were in the age range of 26–30 years with a percentage of 42.0%, followed by 21–25 years old at 37.0%, 15–20 years old at 16.0%, and over 30 years old at 5.0%. Furthermore, based on occupation, most of the respondents worked as private employees with a percentage of 71.0%, followed by students/students at 21.0% and civil servants at 8.0%. This shows that the study

respondents are dominated by consumers of productive age with a background of private sector employment. The demographic characteristics of respondents in this study are presented in Table 1. The table describes respondents based on gender, age, and occupation.

**Table 1. Demographic Profile of Respondents**

NO	CHARACTERISTICS	CATEGORY	FREQUENCY	PERCENTAGE (%)
1	Gender	Male	62	62.0
		Female	38	38.0
2	Age	15–20 years	16	16.0
		21–25 years	37	37.0
		26–30 years	42	42.0
		> 30 years	5	5.0
3	Occupation	Private Employee	71	71.0
		Student	21	21.0
		Civil Servant	8	8.0
		<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Author's processed results (2025)

Based on Table 1, the majority of respondents were male (62.0%), aged between 26–30 years (42.0%), and worked as private employees (71.0%). These findings indicate that the respondents were dominated by individuals in the productive age group who actively consume coffee shop products and services.

### Data Quality Test

The reliability value of each variable in this study shows that all instruments have a good level of reliability. The service quality variable (X1) obtained a Cronbach's Alpha value of 0.972, the price variable (X2) of 0.912, and the brand image variable (X3) of 0.908, all of which were well above the minimum reliability limit of 0.60. Meanwhile, the consumer buying interest variable (Y) has a Cronbach's Alpha value of 0.793, which also meets the reliability criteria. Thus, it can be concluded that all research variables have high internal consistency and the instruments used are feasible and reliable to measure research variables.

### Descriptive Statistical Analysis

This study uses a survey method with a five-point Likert scale-based questionnaire instrument to measure the variables of service quality, price, brand image, and consumer buying interest. Each statement is scored 1–5 from strongly disagree to strongly agree. The data obtained were tabulated and analyzed in a qualitative descriptive manner using the average score with a class interval of 0.8, so that the assessment results were classified into five categories, namely very bad to very good.

The results of the descriptive analysis showed that the service quality of M. Aboe Talib Coffee shop obtained an average score of 3.46 in the good category, which reflects that in general the service has been felt positively by consumers, especially in terms of the accuracy of order presentation, although the aspect of providing information by employees still needs to be improved. The price variable also received a good rating with an average of 3.46, which shows that the price is considered quite affordable and competitive, although the taste compatibility with the price is still in the category of quite good. Furthermore, the brand image obtained an average score of 3.48 in the good category, which indicates that M. Aboe Talib Coffee shop has an identity and characteristics that are easy to remember, although the sense of consumer pride still needs to be strengthened.

Meanwhile, the consumer buying interest variable obtained an average value of 3.34 with a fairly good category, which shows that consumers' desire to make purchases, make coffee shops the main choice, and interest in promotions are still not optimal. However, consumer interest in recommending M. Aboe Talib Coffee shop to others is relatively good, so it reflects the potential for consumer loyalty that can be increased through improving service quality, adjusting prices with quality perception, and strengthening brand image.

### Validity and reliability test

Before conducting hypothesis testing, the research instrument was evaluated through validity and reliability tests to ensure that all questionnaire items were appropriate and consistent in measuring the research variables.

**Table 2. Validity Test Results**

<i>Variable</i>	<i>Number of Items</i>	<i>Pearson Correlation</i>	<i>Sig.</i>	<i>Description</i>
<i>Service Quality (X1)</i>	10	> 0.30	< 0.05	Valid
<i>Price (X2)</i>	8	> 0.30	< 0.05	Valid
<i>Brand Image (X3)</i>	8	> 0.30	< 0.05	Valid
<i>Purchase Intention (Y)</i>	6	> 0.30	< 0.05	Valid

Source: Author's processed results (2025)

Based on Table 2, all questionnaire items have Pearson correlation values above 0.30 and significance values below 0.05. Therefore, all indicators used in this study are declared valid and capable of measuring the intended research variables.

**Table 3. Reliability Test Results**

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Standard</b>	<b>Description</b>
Service Quality (X1)	0.972	0.60	Reliable
Price (X2)	0.912	0.60	Reliable
Brand Image (X3)	0.908	0.60	Reliable
Purchase Intention (Y)	0.793	0.60	Reliable

**Source:** Processed data by researchers (2025)

As presented in Table 3, all variables obtained Cronbach's Alpha values greater than 0.60, indicating that the research instruments are reliable and consistent for measuring the variables in this study.

### Classic Assumption Test

#### Normality Test

The normality test was carried out using histogram graphs, normal probability plots, and Kolmogorov–Smirnov One-Sample statistical tests. A histogram graph shows a distribution pattern that follows a normal bell-shaped curve, while a normal probability plot graph shows data points that are spread around a diagonal line and follow the direction of that line. The results of the Kolmogorov–Smirnov One-Sample test showed a statistical test value of 0.088 with an Asymp. Sig. (2-tailed) value of 0.053 which is greater than 0.05. Thus, the research data is declared to be normally distributed and the regression model meets the assumption of normality.

The normality test was conducted to determine whether the regression model residuals were normally distributed. The test was performed using the Kolmogorov–Smirnov method. A significance value greater than 0.05 indicates that the data are normally distributed.

**Table 4. Normality Test Results**

<b>Test</b>	<b>Asymp. Sig. (2-tailed)</b>	<b>Standard</b>	<b>Description</b>
Kolmogorov–Smirnov Test	0.200	> 0.05	Normally Distributed

**Source:** Processed data by researchers (2025)

Based on Table 4, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than 0.05. Therefore, the residual data in this study are normally distributed, indicating that the regression model fulfills the normality assumption.

#### Multicollinearity Test

The multicollinearity test was conducted to determine whether there is a high correlation among independent variables in the regression model. Multicollinearity can be identified through the Tolerance value and Variance Inflation Factor (VIF). A tolerance value greater than 0.10 and a VIF value less than 10 indicate that the regression model is free from multicollinearity.

**Table 5. Multicollinearity Test Results**

Variable	Tolerance	VIF	Standard	Description
Service Quality (X1)	0.312	3.201	Tolerance > 0.10 VIF < 10	No Multicollinearity
Price (X2)	0.298	3.356	Tolerance > 0.10 VIF < 10	No Multicollinearity
Brand Image (X3)	0.421	2.374	Tolerance > 0.10 VIF < 10	No Multicollinearity

**Source:** Processed data by researchers (2025)

Based on Table 5, all independent variables have tolerance values greater than 0.10 and VIF values below 10. Therefore, it can be concluded that there is no multicollinearity among the independent variables in the regression model.

### Heteroscedasticity Test

The heteroscedasticity test was carried out using the Glejser method and scatterplot chart analysis. The results of the Glejser test showed that the service quality variable had a significance value of 0.959, the price variable of 0.714, and the brand image variable of 0.104, all of which were greater than 0.05. This shows that independent variables have no significant effect on absolute residual values. In addition, the scatterplot graph shows randomly scattered points above and below the zero on the Y axis.

### Multiple Linear Regression Analysis

Multiple linear regression analysis models are used to determine the influence of service quality (X1), price (X2) and brand image (X3) on consumer buying interest (Y) which will determine whether the hypothesis made will be accepted or rejected. The results of this analysis refer to the results of the influence of service quality variables (X<sub>1</sub>), price (X<sub>2</sub>) and brand image (X<sub>3</sub>) on consumer buying interest (Y). The results of regression analysis with the Statistical Package of Social Science (SPSS) version 26.0 program can be seen in Table 1.

Table 1. Summary of Multiple Linear Regression Analysis Results

Variable	Regression Coefficients		t	Sig
	B	Std. Error		
Quality of service (X1)	0,285	0,031	9,170	0,000
Price (X2)	0,349	0,037	9,522	0,000
Brand image (X3)	0,327	0,046	7,163	0,000

(Constant): 0.168; F Statistics: 229,977; Sig F: 0.000

Source: Author's processing, 2025 (Appendix 6)

Based on Table 1. The multiple linear regression equation can be written as follows.

1. A constant value of 0.168 indicates that if the variables of service quality, price, and brand image are in a constant condition or are considered unchanged, then consumer buying interest in the M. Aboe Talib Coffee shop in East Denpasar still has a positive value of 0.168. This indicates that there is a basic tendency for consumer buying interest to be influenced by other factors outside of the study variables, although the effect is relatively small.
2. The service quality regression coefficient of 0.285 shows that the quality of service has a positive effect on consumer buying interest at the M. Aboe Talib Coffee shop in East Denpasar. This means that any improvement in service quality will be followed by an increase in consumer buying interest, assuming other variables are fixed. The results of the partial test showed a tcal value of 9.170 which was greater than the ttable 1.660 with a significance level of  $0.000 < 0.05$ , so the influence was significant. This confirms that the quality of service, such as the accuracy of order delivery, friendliness, and the ability of employees to understand customer needs, have an important role in encouraging consumers' desire to make purchases.
3. The price regression coefficient of 0.349 shows that price has a positive effect on consumer buying interest at the M. Aboe Talib Coffee shop in East Denpasar. This means that the more competitive and according to the price set with the quality and benefits received by consumers, the more consumer buying interest will increase. The results of the t-test showed a calculated value of 9.522

which was greater than the table of 1.660 with a significance level of  $0.000 < 0.05$ , so that the influence of price on consumer buying interest was declared significant. Thus, reasonable and competitive pricing is a strategic factor in attracting consumer buying interest.

4. The brand image regression coefficient of 0.327 shows that brand image has a positive effect on consumer buying interest at the M. Aboe Talib Coffee shop in East Denpasar. This means that the better the brand image of the coffee shop, the more consumer interest in buying will increase. The results of the partial test showed a calculated value of 7.163 which was greater than the table of 1.660 with a significance level of  $0.000 < 0.05$ , so that the influence of brand image was declared significant. These findings show that the identity, characteristics, and positive impression inherent in the M. Aboe Talib Coffee shop are able to build consumer trust and interest to make purchases.

### Anova Test

The F test is used to find out whether simultaneously all independent variables (service quality, price, and brand image) have an influence on the bound variable (consumer buying interest). Table 2 shows the results of the calculation of the F test using SPSS 26.

Table 2. F Test Results

NEW ERA						
Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1040.527	3	346.842	229.977	.000b
	Residual	144.783	96	1.508		
	Total	1185.310	99			

a. Dependent Variable: Consumer Buying Interest

b. Predictors: (Constant), Brand image, Price, Quality of Service

Source: Author's Processing, 2025

The F test was used to determine the influence of service quality, price, and brand image simultaneously on consumer buying interest in the M.Aboe Talib Coffee shop in East Denpasar. Based on the results of the F test in Table 4.13, a  $F_{cal}$  value of 229.977 was obtained, which was greater than  $F_{table}$  of 2.70 with a significance level of  $0.000 < 0.05$ . These results show that service quality, price, and brand image together have a positive and significant effect on consumer buying interest. Thus, the regression model used is feasible and able to explain that the combination of the three free variables plays an important role in increasing consumer buying interest in the M.Aboe Talib Coffee shop in East Denpasar.

### Coefficient Determination Test

Determination analysis is an analysis to find out how much the influence of service quality (X1), price (X2) and brand image (X3) on consumer buying interest (Y) at M.Aboe Talib Coffee shop in East Denpasar. The results of the determination test are presented in the following table 3.

Table 3. Determination Test Results (R<sup>2</sup>)

Model Summary <sup>b</sup>				
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937a	.878	.874	1.22807

a. Predictors: (Constant), Brand image, Price, Quality of Service

b. Dependent Variable: Consumer Buying Interest

Source: Author's Processing, 2025

Based on Table 4.12 above, the magnitude of R Square is  $0.878 \times 100$ . This means that the quality of service, price and brand image affect consumer buying interest in the M.Aboe Talib Coffee shop in East Denpasar by 87.8% while the remaining 12.2% is influenced by other factors outside this study.

### Discussion

#### The Influence of Service Quality, Price, and Brand Image on Consumer Buying Interest

The results of the study show that the quality of service, price, and Brand image simultaneously have a positive effect on consumer buying interest in Coffee shop M. Aboe Talib in Denpasar. Consumers consider that Coffee shop It is able to present orders accurately, offers relatively competitive prices, and has a brand image that is well placed in the minds of customers. In the perspective of the marketing mix, the

price and Brand image are interrelated because price not only serves as a determinant of value, but also shapes the perception of brand image, while Brand image Strong ones can increase consumer trust and loyalty thereby driving purchase decisions. These findings are in line with previous research which stated that the quality of service, price, and Brand image have a positive and significant effect on consumer buying interest (Zebua, 2022; Saputra et al., 2021; Rokhmawati et al., 2022; Aptaguna & Pitaloka, 2020; Oktaviany & Padmanty, 2025).

### **The Effect of Service Quality on Consumer Buying Interest**

The quality of service has been proven to have a positive effect on consumers' buying interest in Coffee shop M. Aboe Talib in Denpasar, which is reflected in the perception of consumers that Coffee shop It is able to present orders precisely, accurately, and according to demand. Consistent service, minimal errors, and supported by responsive and friendly employee attitudes increase consumer satisfaction and trust, thereby encouraging the desire to make purchases. These findings reinforce the view that service quality is an important factor in shaping positive consumer experiences and buying interest, and is in line with the results of previous research that stated that service quality has a positive and significant effect on consumer buying interest (Ermawati et al., 2020; Telaumbanua et al., 2024; Zebua, 2022; Saifulloh & Raharjo, 2021; Saputra et al., 2021).

### **The Effect of Price on Consumer Buying Interest**

Price has a positive effect on consumer buying interest in Coffee shop M. Aboe Talib in Denpasar, where consumers consider the price set to be relatively reasonable and able to compete with Coffee shop in the same area. Prices that match the quality of products and services create a good perception of value, so that consumers feel that the price paid is worth the benefits received. In the theory of marketing mix, price is an element that directly generates revenue and functions as a determinant of the value perceived by consumers, so the determination must be adjusted to market segmentation and the quality of services offered. The results of this study are in line with the findings of Nazara & Yunita (2023), Hidayat & Hartanto (2020), Tania et al. (2022), Rokhmawati et al. (2022), and Nafisa (2025) who stated that prices have a positive and significant effect on consumer buying interest.

### **The Influence of Brand Image on Consumer Buying Interest**

Brand image has a positive effect on consumer buying interest in Coffee shop M. Aboe Talib in Denpasar, which is shown through the perception of consumers that Coffee shop It has an identity and characteristics that are easy to remember. The uniqueness of the concept, atmosphere, menu, and consistent service form the brand image that distinguishes M. Aboe Talib from competitors, thereby increasing consumer trust and interest in making purchases. In the theory of marketing mix, Brand image It is closely related to the promotional element because the brand image is formed from the consistency of the product, price, promotion, and distribution strategies implemented by the company. These findings are in line with the research of Ahmad et al. (2020), Satria & Sidharta (2020), Saputra et al. (2021), Oktaviany & Padmanty (2025), and Peronika et al. (2020) which stated that Brand image has a positive and significant effect on consumer buying interest.

## **CONCLUSION**

Based on the results of the analysis and discussion, it can be concluded that service quality, price, and brand image have a positive and significant influence on consumer purchase intention at M. Aboe Talib Coffee Shop in East Denpasar, both simultaneously and partially. This indicates that improvements in service performance, appropriate and competitive pricing, and a strong brand image play an important role in increasing consumers' intention to purchase.

Partially, service quality significantly affects purchase intention through aspects such as service accuracy, responsiveness, and employee friendliness. Price also has a significant influence, as consumers tend to evaluate the suitability of prices in relation to the quality and benefits received. In addition, brand image contributes positively by creating trust, strengthening brand recognition, and differentiating the coffee shop from its competitors.

Therefore, service quality, price, and brand image are key factors that should be managed strategically by coffee shop businesses to enhance consumer purchase intention, especially in an increasingly competitive market. The findings of this study are expected to provide practical insights for business managers in formulating effective marketing strategies and to serve as a reference for future research on consumer behavior in the food and beverage industry.

## REFERENCES

- Ahmad, M., Tumbel, T. M., & Kalangi. (2020). The Influence of Brand Image on Interest in Buying Oriflame Products in Manado City. *Journal of Business Administration*, 10(1). [Http://Www.Topbrand-Award.Com](http://www.Topbrand-Award.Com)
- Aptaguna, A., & Pitaloka, E. (2020). The Effect of Service Quality and Price on Interest in Buying Go-Jek Services. (3).
- Azam, A. M., Mauluddiyah, L. Z., Rukin, & Aisafitri, A. (2025). Quality of service in ensuring the quality of service.
- Candra Susanto, P., Ulfah Arini, D., Yuntina, L., Panatap Soehaditama, J., & Nuraeni. (2024). Quantitative Research Concepts: Population, Samples, and Data Analysis (A Literature Review) (3) [Https://Doi.Org/10.38035/Jim.V3i1](https://doi.org/10.38035/jim.v3i1)
- Dahlan. (2023). *Kualitas\_Pelayanan*.
- Sigh. (2017). *New Marketing Management Books*. 7–7.
- Ermawati, Utami, & Pakkawaru. (2020). The Effect of Service Quality on Consumer Buying Interest in Puput Yellow Rice in Kayumalue. *Journal of Islamic Economics and Business-Jiebi*, 2(1), 36.
- Firmansyah, A. (2019). *Product and brand marketing (planning & strategy)*.
- Ghozali, I., & Kusumadewi, K. A. (2023). *Partial Least Squares concepts, techniques and applications using the Smartpls 4.0 program for empirical research (1st ed.)*.
- Grace Haque, M. (2020). The Influence of Product Quality and Price on Purchase Decisions at Pt. Berlian Multitama in Jakarta. 21(1).
- Gunawan, I. P. B. A., Setini, M., & Pramana, M. S. (2024). The Effect of Price, Service Quality, and Location on Purchase Decisions at Tan-Panama Coffee Shop in Denpasar. *Journal of Governance, Taxation and Auditing*, 3(2), 202-210.
- Hafizah, N., Pebytabella P, T. C., Sari, M., Winanda, R., Hidayatullah, R., & Harmonedi. (2025). Identification of Research Variables, Types of Data Sources in Educational Research. *Qosim Journal of Social Education & Humanities*, 3(2), 586–596. [Https://Doi.Org/10.61104/Jq.V3i2.1025](https://doi.org/10.61104/jq.v3i2.1025)
- Hasan Asy'ari, A., & Karsudjono, A. J. (2021). The Influence of Product Quality, Price Fairness, Brand Image and Brand Trust on Customer Satisfaction of Samsung Brand Mobile Phones in Banjarmasin. *Journal of Business Communication and Management*, 8(1).
- Hidayat, & Hartanto. (2020). The Effect of Product Quality and Price on Consumer Buying Interest in Distributor-Guaranteed Smartphones at Pt. Tiga Agung (2).
- Ilham, Muhajirin, & Purnama, I. (2024). Analysis of Marketing and Communication Strategies in Increasing Purchasing Power (Case Study on Sanawa Coffee Shop) (3). [Http://Jurnal.Jomparnd.Com/Index.Php/Jk](http://jurnal.jomparnd.com/index.php/jk)
- Ilmi, S., Pawenang, S., & Fithri Setya, M. (2020). Choi Siwon's Influence as a Brand Ambassador, Brand Image and Taste on the Decision to Buy Korean Spicy Chicken Noodles (Vol. 04, Issue 01).
- Indrasari, M. (2019). *Marketing and customer satisfaction*.
- Kotler, Philip., & Keller, K. Lane. (2022). *Marketing Management*. Pearson Education Limited.

- 
- Lindiani Lindiani, Indah Registiana, Fauzan Fajrullah, & Indah Noviyanti. (2024). Analysis of Coffee Shop MSME Business Promotion Strategies Using Social Media. *Journal of Managing Stars*, 2(2), 75–93. <https://doi.org/10.55606/Jubima.V2i2.3061>
- Luhglatno, Sani, I., Zulkarnain, I., Sembiring, R. S. R., Samukroni, M. A., Maryeni, S., Kasim, H., Raflina, R., Supiyah, Solichatin, S., Lustono, Imron Ali, Nasrullah, A., Abdurohim, & Adha, S. (2024). *Consumer Behavior*.
- Nafisa, Z. (2025). The Influence of Product Quality, Product Design, and Price on Buying Interest in Ud. A new location in the city of Pasuruan. *Jimu: Multi-Disciplinary Scientific Journal*, 03(04).
- Nazara, & Yunita. (2023). The Effect of Price and Product Quality on Consumer Buying Interest (Study on Tiktok Shop Platform Consumers).
- Oktaviany, V. V., & Padmanty, S. (2025). The influence of equity, brand image and trust on buying interest with customer satisfaction as the mediating variable. <https://doi.org/10.38035/Jafm.V6i1>
- Peronika, Junaidi, & Maryadi. (2020). The Influence of Brand Image on Buying Interest in Awardah Cosmetics in Pagar Alam City.
- Pratama, V. P. (2024). The Influence of Product Quality, Price and Brand Image on Consumer Buying Interest of Yamaha Automatic Motorcycles. In *Journal of Entrepreneur and Science Management* (Vol. 5, Issue 1). [www.jurnal.umb.ac.id](http://www.jurnal.umb.ac.id)
- Pratiwi, A., Dedi, J., & Prasetyo, A. (2021). The Influence of Price on Consumer Purchasing Decisions: El-Mal: *Journal of Islamic Economic & Business Studies*, 2(2), 150–160. <https://doi.org/10.47467/Elmal.V2i2.473>
- Putra Pratama, V. (2024). The Influence of Product Quality, Price and Brand Image on Consumer Buying Interest of Yamaha Automatic Motorcycles. In *Journal of Entrepreneur and Science Management* (Vol. 5, Issue 1). [www.jurnal.umb.ac.id](http://www.jurnal.umb.ac.id)
- Princess, & Tanjung. (2024). The Effect of Service Quality, Product Quality and Price on Customer Buying Interest in Products at Indomaret Medan Marelan.
- Rokhmawati, Kuncorowati, & Supardin. (2022). The Influence of Price, Advertising and Brand Image on Honda Scoopy Buying Interest in Yogyakarta. 11(1). <http://stp-mataram.e-journal.id/jih>
- Surlimna, N. K. L., Setini, M., & Wahyuni, N. M. (2025). The Role Of Environmental Concern In Mediating Promotion And Brand Image Of Electric Vehicle Purchase Intention In Denpasar City. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi dan Bisnis*, 13(2), 1327-1338.
- Saifulloh, & Raharjo. (2021). The Effect of Social Media Promotion, Word of Mouth and Service Quality on Consumer Buying Interest (Case Study on Toko Raja Hp Tenggara) (Vol. 21, Issue 1).
- Saputra, Muhazirin, & Panjaitan. (2021). The Influence of Brand Image, Product Quality, Service Quality, Price and Place Perception on Consumer Buying Interest in Sido Kangen Pekanbaru Meatballs (Vol. 1, Issue 1). <http://www.ejournal.pelitaindonesia.ac.id/ojs32/index.php/lucrum/index>
- Satria, D. A., & Sidharta, H. (2020). The Influence of Brand Image and Product Quality on Porkball Consumer Buying Interest. In *Performance: Journal of Business Management and Start-Up* (Vol. 2, Issue 3).
- Setini, M., Mulyadi, M., Saputra, I. P. A., Wirsa, I. N., Adi, I. N. R. & (2022). Effect of Promotion, Quality of Service, and Trust on Interest in Becoming a Customer. *Journal of Economics, Finance And Management Studies*, 5(02), 309-319.

- 
- Suardhita, N., Rafik, A., & Sukrisno Sugeng, I. (2020). The Influence of Brand Image on the Decision to Purchase Wardah Brand Powder Products Irwin Sukrisno Sugeng (Vol. 3, Issue 1).
- Surlimna, N. K. L., Setini, M., & Wahyuni, N. M. (2025). The Role Of Environmental Concern In Mediating Promotion And Brand Image Of Electric Vehicle Purchase Intention In Denpasar City. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi dan Bisnis*, 13(2), 1327-1338.
- Sugiyono. (2023). Quantitative, Qualitative, and R&D Research Methods.
- Setini, M., & bagus udayana Putra, I. (2025). The Role Of Customer Satisfaction In Mediating The Influence Of Service Quality And Price On Customer Loyalty In Retail Companies. *International Journal of Management and Digital Business*, 4(2), 115-136.
- Tania, Hemawan, & Izzuddin. (2022). The Influence of Location and Price on Consumer Buying Interest (Vol.
- Telaumbanua, B., Sari, M. W., & Putri, D. A. (2024). The Influence of Influencer Marketing and Service Quality on Customer Buying Interest with Purchase Decisions as Intervening Variables in Ms Glow Padang Skincare. *Profit: Journal of Management, Business and Accounting*, 3(4), 132–144. <https://doi.org/10.58192/profit.v3i4.2547>
- Tirtayasa, S., Khair, H., & Satria, Y. (2024). Marketing management in moderating interest in buying electric cars.
- Wardhana, A. (2024). Consumer Behavior in the Digital Era. <https://www.researchgate.net/publication/382028726>
- Widayat, & Purwanto. (2020). Analysis of the Influence of Service Quality, Price, Product Diversity, Store Atmosphere and Location on Consumer Buying Interest in the Wonosobo Traditional Market.
- Wijayasari, M. N. (2020). The Influence of Brand Image, Quality, Price Perception and Product Variety on the Buying Interest of Sitting Elephant Sarongs Consumers in Pekalongan Regency. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Zebua. (2022). The Effect of Service Quality on Consumer Buying Interest at the Imelda Cellphone Telukdalam Store.