

The Effect of Store Image And Brand Awareness On Purchase Decisions With Purchase Intention As An Intervening Variable

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ABSTRACT

The phenomenon at Kedai Kancakona Kopi shows that consumer purchasing decisions are influenced not only by the taste quality of coffee but also by store image, brand awareness, and positive experiences that shape purchase intention before making the final decision. This study aims to examine the effect of store image and brand awareness on purchase intention and its impact on purchasing decisions at Kedai Kancakona Kopi, Sumenep. A quantitative method was applied using purposive sampling with 111 respondents. Data were collected through an online questionnaire and analyzed using SPSS 24. The results indicate that store image and brand awareness significantly influence purchase intention both partially and simultaneously. Furthermore, purchase intention has a positive effect on purchasing decisions and also mediates the relationship between external factors and purchasing decisions. These findings emphasize that purchase intention is shaped not only by functional aspects but also by symbolic and emotional values of consumers. This study suggests that business practitioners should integrate the understanding of store image and brand awareness into marketing strategies to enhance consumer appeal and market competitiveness.

Keywords: store image, brand awareness, purchase intention, purchasing decision

INTRODUCTION

In the era of globalization, the food and coffee industries are increasingly competitive. Many new coffee shops are popping up, each with its own unique characteristics. A brand's success depends heavily on the image it creates in consumers' minds, which influences their purchasing decisions. The purchasing decision process involves steps such as identifying needs, searching for information, and evaluating options. In coffee shops, factors such as quality, service, and atmosphere are also important. For example, customers at Kancakona Kopi are not only concerned with the taste of the coffee, but also with the shop's reputation and the emotional experience they experience during their visit.

The phenomenon at Kancakona Coffee Shop demonstrates that many factors influence consumer purchasing decisions. Customers choose Kancakona not only for its coffee quality, but also for its positive store image and high brand awareness. Data from the shop shows increased visits on weekends and holidays, indicating high purchasing interest. However, some customers feel the coffee at this shop lacks flavor compared to other coffee shops. A positive experience during a visit is also a key reason for customers to return. This suggests that purchasing decisions at Kancakona are influenced by emotional and psychological factors, not just the product itself.

Several previous studies have shown that there is uncertainty regarding the impact of store image on the desire to buy. Certain studies show that a positive store image can significantly increase consumer interest in purchasing, as it creates a sense of comfort and confidence when shopping (Virawati and Samsuri, 2020). However, other studies show that store image does not always influence interest in purchasing (Lukitaningsih et al., 2023). Various studies show that consumers who have high brand awareness tend to show higher purchasing interest (Salsabiela et al., 2022). However, other studies indicate that brand awareness alone is not enough to increase purchasing interest (Hayati and Dahrani, 2022).

Several studies state that store image has an important influence in determining purchasing decisions (Pratama and Saputro, 2021), because buyers tend to choose stores that have a positive image. Different studies show that store image does not have a direct influence, but only through other variables such as interest in buying (Purwati et al., 2019). The same thing also happens with brand awareness. A number of studies show a positive relationship between brand awareness and purchasing decisions (Hasian and Pramuditha, 2022). In addition, interest in purchasing as an intermediary variable also shows varying results. Some studies show that purchase interest significantly plays a role in linking store image and brand awareness to purchasing decisions (Fasha et al., 2022). However, there are also studies that state that this influence is not significant without other factors, such as promotions or discounts (Pratiwi et al., 2022).

Based on the phenomenon observed at Kedai Kancakona Kopi and the research gaps in previous studies, the research entitled “The Influence of Store Image and Brand Awareness on Purchasing Decisions with Purchase Intention as an Intervening Variable (A Study at Kedai Kancakona Kopi in Sumenep Regency)” is highly relevant. This study is expected to contribute to the development of marketing strategies in the culinary sector, particularly in understanding how store image and brand awareness influence purchasing decisions through consumer purchase interest.

RESEARCH METHODS

The type of research used in this study is quantitative research. The location of this research was conducted on consumers of Kancakona coffee shops located in Toros Hamlet, Babbalan, Batuan District, Sumenep Regency, East Java 69451. The population in this study were consumers of Kancakona coffee shops, with a total of 111 respondents. To analyze the data in multiple regression, SPSS software version 20.00 for Windows was used. The results of this data processing will be interpreted in the discussion of the results.

Data collection used the census technique, which is a data collection technique that involves gathering the required information from all relevant units in the population. Data

collection here was aimed at obtaining scores that serve as indicators of the influence between store image and brand awareness on purchasing decisions, with purchase interest as the intervening variable.

RESULTS AND DISCUSSION

Validity Test

For the validity level, a significance test is performed by comparing the calculated r value with the table r value. For the degree of freedom (df = number of samples/ $n-2$) (df = 111-2, df = 109) and significance alpha (α) is 5% (0.05), the table r is 0.186. For each statement item, see the corrected item-total correlation column. If the calculated $r >$ table r , then the statement item is considered valid.

Table 1. Validity Test of Store Image Variable

Item	Rxy Calculate	Sig.	Description
X1.1	.754**	0,186	Valid
X1.2	.680**	0,186	Valid
X1.3	.625**	0,186	Valid
X1.4	.695**	0,186	Valid
X1.5	.699**	0,186	Valid
X1.6	.701**	0,186	Valid
X1.7	.704**	0,186	Valid
X1.8	.590**	0,186	Valid
X1.9	.629**	0,186	Valid
X1.10	.573**	0,186	Valid

(Source: data processed by SPSS, 2025)

The table above shows that the 10 statements in the store image variable indicate that r count $>$ r table, which means that all items in the store image variable are valid and can be used for further research. The validity test for the Brand Awareness variable is as follows.

Table 2. Validity Test of Brand Awareness Variable

Item	Rxy Calculate	Sig.	Description
X2.1	.671**	0,186	Valid
X2.2	.652**	0,186	Valid
X2.3	.757**	0,186	Valid
X2.4	.776**	0,186	Valid
X2.5	.693**	0,186	Valid
X2.6	.793**	0,186	Valid
X2.7	.785**	0,186	Valid
X2.8	.710**	0,186	Valid

(Source: data processed by SPSS, 2025)

The table above shows that the 8 statements in the Brand Awareness variable indicate that the calculated r value is greater than the table r value, which means that all items in the Brand Awareness variable are valid and can be used for further research. The validity test for the Purchase Interest variable is as follows.

Table 3. Validity Test of Purchase Intention

Item	Rxy Calculate	Sig.	Description
Y1.1	.722**	0,186	Valid
Y1.2	.709**	0,186	Valid
Y1.3	.675**	0,186	Valid
Y1.4	.695**	0,186	Valid
Y1.5	.781**	0,186	Valid
Y1.6	.704**	0,186	Valid
Y1.7	.729**	0,186	Valid
Y1.8	.769**	0,186	Valid

(Source: data processed by SPSS, 2025)

The table above shows that the 8 statements in the Purchase Interest variable indicate that the calculated r value is greater than the table r value, which means that all items in the Purchase Interest variable are valid and can be used for further research. The validity test for the Purchase Decision variable is as follows.

Table 4. Validity Test of Purchase Decision

Item	Rxy Calculate	Sig.	Description
Y2.1	.473**	0,186	Valid
Y2.2	.588**	0,186	Valid
Y2.3	.627**	0,186	Valid
Y2.4	.688**	0,186	Valid
Y2.5	.745**	0,186	Valid
Y2.6	.752**	0,186	Valid
Y2.7	.826**	0,186	Valid
Y2.8	.820**	0,186	Valid
Y2.9	.742**	0,186	Valid
Y2.10	.709**	0,186	Valid
Y2.11	.742**	0,186	Valid
Y2.12	.786**	0,186	Valid
Y2.13	.685**	0,186	Valid
Y2.14	.685**	0,186	Valid

(Source: data processed by SPSS, 2025)

The table above shows that the 14 items in the Purchase Decision variable indicate that the calculated r value is greater than the table r value, which means that all items in the Purchase Decision variable are valid and can be used for further research.

Reliability Test

The reliability test results for the four research variables using Cronbach's Alpha can be seen in the following statistical test results:

Table 5. Reliability Test

Variabel	Cronbach's Alpha	critical value	Description
<i>Store image</i>	,859	$\geq 0,60$	Reliable
<i>Brand Awareness</i>	,875	$\geq 0,60$	Reliable
<i>Purchase Intention</i>	,870	$\geq 0,60$	Reliable
<i>Purchase Decision</i>	,922	$\geq 0,60$	Reliable

(Source: data processed by SPSS, 2025)

Tabel diatas menunjukkan bahwa semua variabel penelitian mempunyai alpha cronbach lebih besar dari 0,6. keempat variabel penelitian yaitu citra toko, kesadaran merek, Minat Beli dan Keputusan Pembelian dapat dikatakan reliabel.

Double Linear Regression Test

Table 6. Double Linear Regression Test

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,033	3,034		1,659	,100
	Citra toko	,172	,104	,111	1,655	,101
	Brand Awareness	,361	,126	,225	2,869	,005
	Minat Beli	1,040	,134	,611	7,762	,000
a. Dependent Variable: Keputusan Pembelian						

(Source: data processed by SPSS, 2025)

Based on the table above, the following regression equation can be obtained:

$$Y = 0.289 ST + 0.592 BA + e$$

1. The regression coefficient results for the store image variable show a standardized coefficient value of 0.289, which indicates a positive influence between the store image variable and purchasing decisions. This indicates that if store image increases, then Purchase Interest will increase.

2. The regression coefficient results for the brand awareness variable show a standardized coefficient value of 0.592, which indicates a positive influence between the brand awareness variable and purchase decision. This indicates that if brand awareness increases, then Purchase Interest will increase.

Coefficient (R) and Determination Coefficient (R²)

One way to measure the degree of similarity between two variables is to use coefficient. Here are the calculations of R and R² coefficients, or correlation and determination, respectively:

Table 7. Coefficient (R) and Determination Coefficient (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821 ^a	.674	.668	2,664

a. Predictors: (Constant), Brand Awareness, Citra Toko

(Source: data processed by SPSS, 2025)

From the table above, it can be seen that the independent variables influence the dependent variable by 0.668 (66.8%) as seen in the Adjusted R Square column. This result can be interpreted as meaning that the independent variables of store image and brand awareness at Kanacakona Kopi influence the dependent variable of purchase interest by 66.8%. This indicates that there are still other factors that influence purchasing decisions, namely the remaining 33.2%, which are explained by other variables not covered in this study.

Hypothesis Test

Here are the steps to be taken to verify the hypothesis by putting the analytical findings through T tests

Partial Test (T test)

Hypothesis testing uses t-test values to examine the effect of store image, brand awareness, and purchase interest on purchasing decisions. The t-test is used to test the significance of partial regression coefficients. Testing using the t-test involves comparing the calculated t-value with the table t-value at a significance level of $\alpha = 0.05$. The t-test has a positive and significant effect if the calculated t is greater than the t-table ($t_{\text{calculated}} > t_{\text{table}}$) or the probability of error is less than 5% ($P < 0.05$). Next, the partial determination coefficient (r^2) is sought to determine the partial effect of the independent variable (X) on the dependent variable (Y).

The criteria for making a t-test decision are as follows: If $t_{\text{count}} > t_{\text{table}}$, then H_0 is rejected and H_a is accepted, meaning that there is a significant effect between store image, brand

awareness, and purchase interest on purchasing decisions. Meanwhile, if $t\text{-calculated} < t\text{-table}$, then H_0 is accepted and H_a is rejected, meaning that there is no significant effect between store image, brand awareness, and purchase interest on purchasing decisions. This test can be done by looking at the t-test column summary and the significance probability level.

Table 8. Partial Test (T test)

Coefficient Jalur	(t) Statistics	Tingkat Sig.	Ket.
<i>Citra Toko</i> → Minat Beli	10,326	,000	Terbukti
<i>Kesadaran Merek</i> → Minat Beli	13,658	,000	Terbukti
<i>Citra Toko</i> → Keputusan Pembelian	10,156	,000	Terbukti
<i>Kesadaran Merek</i> → Keputusan Pembelian	13,333	,000	Terbukti
Minat Beli → Keputusan Pembelian	18,184	,000	Terbukti

(Source: data processed by SPSS, 2025)

The following is an explanation of each hypothesis test path coefficient:

a. The Effect of Store Image on Purchase Interest.

In this analysis, the t-test was conducted at a degree of freedom $(n-k-1) = 111-5-1 = 105$, where n is the number of samples and k is the number of variables. The confidence level was 95% or $\alpha = 5\%$. Based on the results of the data processing, the store image variable has a t-count greater than the t-table ($10.326 > 1.659$) with a significant probability (0.000) smaller than the significance level of 0.05. Thus, the store image of consumers at Kancakona Kopi partially has a significant positive effect on purchase interest. This means that the higher the consumers' perception of the store image offered, the higher their level of purchase interest in the products they will buy.

b. The Effect of Brand Awareness on Purchase Intention

In this analysis, the t-test was conducted at a degree of freedom $(n-k-1) = 111-5-1 = 105$, where n is the number of samples and k is the number of variables. The confidence level was set at 95% or $\alpha = 5\%$. Based on the results of processing the brand awareness variable data, the t-count is greater than the t-table ($13.658 > 1.659$) with a significant probability (0.000) smaller than the significant level of 0.05. Thus, brand awareness partially has a significant positive effect on purchase interest. This means that the higher the consumers' perception of brand awareness, the higher their level of purchase intention for the product they are going to buy.

c. The Effect of Store Image on Purchase Decisions.

In this analysis, the t-test was conducted at a degree of freedom $(n-k-1) = 111-5-1 = 105$, where n is the number of samples and k is the number of variables. And at a confidence level of 95% or $\alpha = 5\%$. Based on the results of the data processing, the store image variable has a t-count greater than

the t-table ($10.156 > 1.659$) with a significant probability (0.000) smaller than the significance level of 0.05. Thus, the store image partially has a significant positive effect on purchasing decisions. This means that the higher the consumers' perception of the store image offered, the higher their purchase decision level for the product to be purchased.

d. The Effect of Brand Awareness on Purchasing Decisions.

In this analysis, the t-test was conducted at a degree of freedom $(n-k-1) = 111-5-1 = 105$, where n is the number of samples and k is the number of variables. The confidence level was set at 95% or $\alpha = 5\%$. Based on the results of the data processing, the brand awareness variable has a t-count greater than the t-table ($13.333 > 1.659$) with a significant probability (0.000) smaller than the significance level of 0.05. Thus, brand awareness partially has a significant positive effect on purchasing decisions. This means that the higher the consumers' perception of brand awareness, the higher their purchase decision level for the product they are going to buy.

e. The Effect of Purchase Interest on Purchase Decisions.

In this analysis, the t-test was conducted at a degree of freedom $(n-k-1) = 111-5-1 = 105$, where n is the number of samples and k is the number of variables. And at a confidence level of 95% or $\alpha = 5\%$. Based on the results of the data processing, the Purchase Interest variable has a t-count greater than the t-table ($18.184 > 1.659$) with a significant probability (0.000) smaller than the significance level of 0.05. Thus, Purchase Interest partially has a significant positive effect on Purchase Decisions. This means that the higher consumers' perception of Purchase Interest, the higher their purchase decision level for the product to be purchased.

DISCUSSION

The Effect of Store Image on Purchase Intention

Based on the t-test results, a t-value of 10.326 with a significance of 0.000 was obtained, which is less than 0.05. This indicates that store image has a significant effect on consumer purchase interest. Thus, the hypothesis stating that store image affects purchase interest is proven.

Store image or store image is consumers' perception of the characteristics and identity of a store or shop, in this case Kedai Kancakona Kopi. Store image can include aspects such as cleanliness, comfort, layout, service, and atmosphere. When the store image is designed and perceived positively by consumers, this can shape consumers' interest in buying products at that place.

In the view of Kedai Kancakona Kopi, a good store image creates a positive experience that attracts customers. For example, the speed of service that customers receive when ordering products makes them very satisfied, and therefore, they are more interested in making repeat

purchases at Kancakona Kopi on the next occasion. Therefore, a strong store image plays an important role in shaping high purchasing interest.

The Effect of Brand Awareness on Purchase Intention

The t-test results show that brand awareness has a t-value of 13.658 with a significance value of 0.000. Since the significance value is less than 0.05, it can be concluded that brand awareness has a significant effect on purchase intention. This means that the hypothesis stating that brand awareness affects purchase intention is proven.

Brand awareness refers to the extent to which consumers recognize and remember a brand. In this case, the higher the brand awareness of Kedai Kancakona Kopi, the more likely consumers will have an interest or intention to buy products from that shop. Brand awareness is an important first step in the purchase decision-making process.

Consumers tend to feel more confident and comfortable buying from familiar brands. In Sumenep Regency, for example, the ease of pronouncing the brand name Kancakona Kopi makes it feel more familiar and sticks in consumers' minds. This not only makes it easier for consumers to recognize and mention a brand, but also fosters greater interest in making repeat purchases in the future.

The Influence of Store Image on Purchasing Decisions

Based on the t-test analysis, a t-value of 10.156 with a significance of 0.000 was obtained. Thus, store image has a significant influence on purchasing decisions. The hypothesis stating that store image influences purchasing decisions has been proven.

A purchase decision is a concrete action taken by consumers to buy a product after going through a process of consideration and evaluation. A positive store image not only generates interest in purchasing, but also encourages consumers to make actual purchase decisions. A good store image is an important indicator in convincing consumers to complete the purchase process.

In this case, Kedai Kancakona Kopi in Sumenep is able to build satisfaction with the speed of service provided when ordering products at Kancakona Kopi, and this satisfaction further strengthens the customer's decision to make a transaction, after previously considering the suitability of the product ordered with the customer's needs.

The Effect of Brand Awareness on Purchasing Decisions

From the t-test results, a t-value of 13.333 with a significance of 0.000 was obtained. This means that brand awareness has a significant effect on purchasing decisions. The hypothesis regarding the effect of brand awareness on purchasing decisions has been proven.

Brand awareness not only shapes purchasing interest, but also plays an important role in influencing consumers' final purchasing decisions. In the case of Kedai Kancakona Kopi, the ease of pronouncing the brand name "Kancakona Kopi" increases customer memory and trust, which

then encourages them to make a transaction after considering the suitability of the product ordered, so that consumers are more inclined to make a purchase. This significantly contributes to increased customer trust, making them feel more confident and comfortable to make transactions after evaluating the suitability of the ordered product with their needs and preferences.

The Effect of Purchase Interest on Purchase Decisions

The t-value for the effect of purchase interest on purchase decisions is 18.184 with a significance of 0.000. This result shows that purchase interest has a significant effect on purchase decisions. Therefore, the hypothesis regarding the effect of purchase interest on purchase decisions is also proven.

Purchase interest acts as an intervening variable in this study, which bridges the influence of store image and brand awareness on purchasing decisions. When purchase interest is formed, the likelihood of consumers making a purchase becomes greater. This means that store image and brand awareness also indirectly influence purchasing decisions through purchase interest.

At Kancakona Coffee Shop, high purchase interest is generated from a combination of high purchase interest in a product, which acts as an important factor that encourages consumers to make strong purchasing decisions. In this case, customers' interest in making repeat purchases at Kancakona Coffee is driven by previous positive experiences, so that customers decide to order products that suit their needs at that time.

CONCLUSION

From the results and the interpretation, we can draw the following conclusions.

1. H1: Accepted. Store image has a positive and significant effect on purchase intention. The better the store image built by businesses, the greater the interest of consumers to make purchases. This shows that store image is an important factor that can encourage purchase intention and build customer loyalty in the future.
2. H2: Accepted. Brand awareness has a positive and significant effect on purchase intention. The more well-known a brand is and the stronger the business owner builds positive emotions with customers, the higher the purchase intention of customers considering the product for purchase. This shows that brands that are well-known and easily remembered from a positive perspective are able to foster trust and encourage purchasing interest.
3. H3: Accepted. Store image has a positive and significant effect on purchasing decisions. The better the store image built through physical and non-physical factors, the greater the likelihood of consumers making a purchase. This indicates that store image not only provides a first impression, but also shapes perceptions that encourage customers to make purchasing decisions.

4. H4: Accepted. Brand awareness has a positive and significant effect on purchasing decisions. High brand awareness creates a positive perception of a brand, thereby encouraging customers to make purchases. This indicates that the higher the level of consumer understanding of a brand, the greater the chance that consumers will choose and purchase that product.

5. H5: Purchase interest has a positive and significant effect on purchasing decisions. The higher the consumer's purchase interest in a product, the greater the likelihood that the consumer will realize it in the form of a purchase decision. Thus, purchase interest is an important factor in analyzing consumer purchasing behavior and formulating company marketing strategies.

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