

A STUDY ON DETERMINANT FACTORS INFLUENCING PURCHASE DECISIONS OF BELIKOPI THROUGH ONLINE FOOD DELIVERY APPLICATIONS

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ABSTRACT

Consumers' purchase decisions are examined in this study by focusing on the roles of pricing, product quality, brand image, and technology acceptance on consumer buying choices of Belikopi through online food delivery applications in Yogyakarta. The fierce rivalry among coffee businesses operating on digital channels necessitates thorough insight into the elements that influence consumer purchasing actions.

This investigation utilized a quantitative methodology conducted via a survey method. The relationships between the variables were statistically tested using a multiple linear regression approach.. Pricing, product quality, and brand image are found to possess a significant influence on buying decisions, while technology acceptance does not demonstrate a significant effect. Product quality is identified as the most influential variable determining consumer purchase decisions.

Keywords: *brand image; technology acceptance; purchase decision; price; product quality*

INTRODUCTION

Modern digital transformation has become a major factor in reshaping economic and social systems in the digital era, bringing significant changes to consumers' purchasing and consumption patterns, particularly across businesses operating in the food consumption market. The emergence of online food delivery platforms enables consumers to place orders conveniently without visiting physical stores, which ultimately intensifies business competition, especially amid the strengthening momentum of coffee-related businesses across Indonesia.

The modern food and beverage industry is currently one of the sectors most affected by the development of digital technology (Wijaya et al., 2025; Susilo, 2024). In Indonesia, the growth of online food delivery services or applications such as ShopeeFood has intensified competition among business actors, particularly in the coffee sector. Coffee is no longer viewed merely as a beverage to relieve drowsiness, but has also become an integral part of the urban lifestyle (GoodStats, 2025).

The process by which consumers evaluate and select goods or services that best satisfy their needs is referred to as a purchase decision (Kotler & Keller, 2023).

In the digital context, modern consumers' purchasing decisions are no longer influenced solely by core factors such as the product itself, but are also affected by the convenience of technology available in today's modern era.

The primary consideration for most consumers in making purchasing decisions lies in price as a fundamental determining factor. Product quality, including the benefits derived from the product, when aligned with its actual performance, enhances the perceived value experienced by consumers (Kotler, P., Keller, K. L., & Chernev, A., 2022). While price remains important, superior product quality is fundamental to attracting and retaining customers. satisfaction and fostering consumer loyalty, particularly in the food and beverage industry, where taste and product consistency are the main determinants of consumer preference (Tjiptono, 2021).

A strong brand image significantly influences purchase decisions by increasing consumer confidence and lowering uncertainty during the evaluation process. (Keller, 2020). Consumers tend to choose products or services with strong and easily recognizable brand images amid the wide range of options available on online food delivery platforms.

In addition to marketing factors, technology acceptance also influences

consumer behavior. According to the Technology Acceptance Model (TAM), individuals' willingness to adopt technology is determined by key perceptual factors. perceived usefulness and perceived ease of use are the primary factors that shape individuals' acceptance and utilization of technology that influence consumers' willingness to use a technological system (Davis, 1989). Nevertheless, as the use of digital applications has become part of everyday routines, the impact of technology acceptance on purchase decisions may no longer demonstrate a significant effect.

Consumers' buying decisions are not solely determined by traditional marketing variables, including price, product quality, and brand image, but also by perceived value formed through experiences with digital technology. From the perspective of Customer Perceived Value, the convenience and usefulness of technology constitute part of the benefits perceived by consumers during the purchasing process (Kotler & Keller, 2022).

Several previous studies have reported inconsistent findings regarding the effect of technology acceptance on consumers' purchase decisions. Some studies have found a significant influence, while others have reported no significant effect, as consumers have become accustomed to using digital applications. These inconsistencies indicate the existence

of a research gap that warrants further investigation. This research gap still needs to be examined in greater depth.

Based on the foregoing discussion, this study is aimed at examining the effects of product quality, brand image, price, and technology acceptance with respect to consumers' purchase choices toward Belikopi through online food delivery applications. This research is expected to provide theoretical advancing academic understanding of contemporary digital consumer behavior while offering relevant practical insights for coffee business practitioners in formulating more effective marketing strategies

THEORETICAL REVIEW

Several previous studies indicate that purchase behavior is strongly shaped by price, perceived product quality, and brand image decisions, as these variables shape consumers' perceived value and satisfaction (Tjiptono, 2021; Kotler & Keller, 2022). On the other hand, technology acceptance has also been shown to affect consumer behavior and decision-making in the use of digital applications, particularly through perceived ease of use and perceived usefulness (Davis, 1989; Venkatesh et al., 2012). Based on the conceptual framework and empirical findings, the research hypotheses are formulated as follows.

H1: Price has a notable impact on purchase decisions.

Product quality is defined as a product's ability to meet consumer needs and expectations through various dimensions, such as performance, reliability, and conformance to specifications (Garvin, 1987). Previous studies indicate that high product quality tends to increase consumer satisfaction and perceived value, which ultimately encourage consumers to make purchase decisions. Therefore, Accordingly, product quality demonstrates a positive relationship with relationship with consumers' purchase decisions.

H2: Higher product quality is found to positively and significantly affect on consumers' purchase decisions.

Brand image represents a set of consumers' perceptions, associations, and beliefs toward a brand that are formed through experience and marketing communications (Aaker, 1997). A robust and positive brand image tends to foster enhance consumer trust and perceived value, thereby encouraging consumers to make purchase decisions (Kotler & Keller, 2022).

H3: Consumers' purchasing decisions are positively and significantly shaped by brand image.

The development of digital technology has also influenced consumer purchasing behavior. TAM suggests that perceived usefulness and perceived ease of

use significantly influence in encouraging the adoption of digital systems (Davis, 1989). In the context of application-based purchasing, technology acceptance contributes to efficiency and convenience, which may strengthen consumers' purchase decisions.

Based on the theoretical framework and support from Referring to earlier empirical studies, this study proposes the following hypotheses research are systematically formulated to examine the relationships among the variables under investigation

H4: Technology acceptance positively and significantly affects consumers' purchasing decisions

The final purchase decision represents consumers' selection of the best alternative after going through several stages prior to buying, including need recognition, information search, and evaluation of available alternatives.

RESEARCH METHOD

This study applied a quantitative methodology by administering a structured survey.. The research object consisted of Belikopi consumers in the Yogyakarta area who had made purchases through the ShopeeFood online food delivery application.

The population of this study comprises all Belikopi consumers wh The

population examined in this research includes of use online food delivery applications. Respondents were chosen using purposive sampling, with eligibility limited to those who had made at least one purchase from Belikopi through a food delivery service. The sample size was adjusted in accordance with the requirements of analysis using multiple regression models.

The sample size used in this study was 200 respondents, measured using 20 indicators. The indicators were derived from established sources: Price (Tjiptono, 2023; Suhartini & Purnama, 2024; Handayani, 2024), Product Quality (Utami et al., 2024; Maulana & Putri, 2023; Tjiptono, 2023), Brand Image (Keller, 2022; Maulida & Yuana, 2024; Yahya et al., 2024), Technology Acceptance (Davis, 1989; Lestari & Fadilah, 2024; Handayani & Rachbini, 2025), and Purchase Decision (Hair et al., 2022; Utami et al., 2024; Tjiptono, 2023).

The research data collection was conducted using a structured questionnaire designed using a five-point Likert scale. The predictor variables in this research consist of were brand image, price, product quality, and technology acceptance, while the response variable in this study is was consumers' purchase decisions.

Multiple linear regression analysis, classical assumption tests, reliability tests,

and validity tests were conducted in this study with the assistance of data processing was carried out using SPSS version 25.

Respondents were chosen using a purposive sampling approach, as all respondents met the predetermined consumer criteria. The data obtained from the distributed questionnaires were subsequently analyzed a multiple linear

regression model was applied, formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

RESULTS AND DISCUSSION

Validity Test

This study conducted a validity test to examine the extent to which each questionnaire item is able to represent the construct being measured

Tabel 1 Validity Test

Variabel	Item code	r-calculation	r-table	Description
Price	X1.1	0,654	0,138	Valid
	X1.2	0,721	0,138	Valid
	X1.3	0,698	0,138	Valid
Product Quality	X2.1	0,743	0,138	Valid
	X2.2	0,781	0,138	Valid
	X2.3	0,769	0,138	Valid
Brand Image	X3.1	0,702	0,138	Valid
	X3.2	0,736	0,138	Valid
	X3.3	0,754	0,138	Valid
Technology	X4.1	0,667	0,138	Valid
Acceptance	X4.2	0,714	0,138	Valid
	X4.3	0,698	0,138	Valid
Purchase	Y1	0,762	0,138	Valid
Decision	Y2	0,784	0,138	Valid
	Y3	0,798	0,138	Valid

Source : Processed primary data 2025

Reliability Test

Instrument reliability was tested using the Cronbach's Alpha method. instrument in measuring the same variables across different occasions. Instrument

reliability was examined through Cronbach's Alpha.

Ghozali (2021) explains that research instruments with Cronbach's Alpha values between 0.50 and 0.60 are

categorized as sufficiently reliable, while values above 0.70 are considered reliable.

Tabel 2 Reliability Test

Variabel	Cronbach's Alpha	Description
Price (X1)	0,662	Reliabel
Product Quality (X2)	0,787	Reliabel
Brand Image (X3)	0,606	Enough Reliabel
Technology Acceptance (X4)	0,676	Reliabel
Purchase Decision	0,835	Very Reliabel

Source : Processed primary data 2025

Normality Test

Normality was assessed through the Kolmogorov–Smirnov procedure method. The test results indicate that the significance value of the residuals is 0.066, which is greater than the threshold of 0.05. This

finding demonstrates that the model's residuals exhibit a normal distribution, indicating that the data meet the normality assumption. Therefore, the regression model can be used without further modification

Table 3. One - Sample Kolmogorov-Smirnov Test

Keterangan	Nilai
N	1488
Std. Deviation	0,9989
Most Extreme Differences (Absolute)	0,061
Most Extreme Differences (Positive)	0,061
Most Extreme Differences (Negative)	-0,036
Test Statistic	0,061
Asymp. Sig. (2-tailed)	0,066

Source : Processed primary data 2025

a. The test assumes a normal distribution. b. The statistics were calculated based on the observed data. c. The Lilliefors significance correction was applied (Source : One Sample Kolmogorov- Smirnov Test

Hypothesis Testing (t-test)

The partial effects of the independent variables on purchase decisions were evaluated using a t-tests

Table 4. Regression Coefficients of the Multiple Linear Regression Model

Model	Variabel	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
1	(Constant)	-4,955	1,619	—	-3,06	0,003
	Harga	0,251	0,092	0,169	2,714	0,007
	Kualitas Produk	0,418	0,084	0,332	5	0

Brand Image	0,552	0,108	0,331	5,103	0
Technology Acceptance	-0,013	0,084	-0,009	-0,156	0,876

Source : Processed primary data 2025

Dependent Variable: Purchase Decision

This study demonstrates that the price variable significantly contribution to determining consumers' purchase decisions. This finding suggests that consumers consider price affordability and its suitability relative to product quality before making purchases through food delivery applications. This finding aligns with earlier studies of Kotler and Keller (2023).

Product quality has the strongest and most dominant influence on purchase decisions. Belikopi consumers place greater emphasis on taste consistency, ingredient quality, and product presentation. This finding supports the argument of Tjiptono (2021), who states that product quality is a primary factor in consumers' buying decisions.

A significant effect of brand image on purchase decisions is also observed. A positive brand image encourages consumers to choose the brand and enhances consumer trust. This finding is consistent with Keller (2020), who states that a strong brand image can affect consumer preferences.

F-hitung Signifikasi Description
39,874 0,000 Significant model

In contrast, technology acceptance in this study fails to demonstrate a significant impact on consumers' purchase decisions, implying that food delivery platforms have become part of everyday consumption habits practice and is no longer a differentiating factor in purchase decision-making, in line with the evolution of contemporary digital consumer behavior

Tabel 5. Results of Multiple Linear Regression Analysis

Variabel	Koefisien (B)	t-hitung	Sig
Harga (X1)	0,214	2,714	0,007
Kualitas Produk (X2)	0,387	5	0,000
Brand Image (X3)	0,356	5,103	0,000
Technololgy Acceptance (X4)	-0,012	-0,156	0,876

Source : Processed primary data 2025

The results of the F-test show an F-value of 39.874 with a significance level of 0.000, indicating that all independent

variables simultaneously have a significant effect on consumers' purchase decisions. The Adjusted R-squared value of 0.423

indicates that 42.3% The combined effects of brand image, product quality, price, and technology acceptance explain a portion of consumers' purchase decisions, with the

remaining variation driven by other factors not considered in this research.

Tabel 6. Results of the F-Test (Simultaneous)

F-hitung	Signifikasi	Description
39,874	0	Significant model

Source : Processed primary data 2025

Price (X1) has a significant effect on purchase decisions. The perceived value theory explains that prices perceived as fair and commensurate with product quality enhance consumers' willingness to purchase. In addition, promotions and vouchers offered through food delivery applications contribute to impulsive purchasing behavior.

The research findings indicate that perceived value, brand image, and product quality significantly affect purchase decisions, whereas technology acceptance does not show a significant effect. These results can be scientifically explained through consumer behavior theory and the widespread adoption of digital technology. These results support the conclusions of earlier studies highlighting perceived value as a crucial factor in online purchase decisions (Zeithaml, 1988; Utami et al., 2024).

Product Quality (X2) is proven to be the most dominant factor influencing consumers' purchase decisions, as indicated

by the highest regression coefficient in the analysis. This result is consistent with quality theory proposed by Garvin (1987) and prior studies in the food and beverage sector (Utami et al., 2024). The interpretation suggests that although transactions are conducted through digital applications, sensory aspects such as taste, consistency, and packaging presentation remain the primary determinants of customer satisfaction and drivers of repeat purchases. This finding further reinforces Garvin's quality framework (1987) and empirical evidence from food and beverage research that positions product quality as the key determinant of purchase decisions (Utami et al., 2024).

Brand Image (X3) influences purchase decisions by helping consumers select brands they trust (Keller, 2020). Within online food delivery platforms, elements such as ratings, positive reviews, attractive menu photos, and brand storytelling strengthen brand image and enhance consumer preference. This finding supports

brand equity theory (Keller, 2020) and is consistent with previous studies emphasizing the important role of brand image in digital consumption contexts.

Technology Acceptance (X4) fails to demonstrate a significant impact on consumers' buying decisions. Surprisingly, the Technology Acceptance Model (TAM), which is represented by perceived usefulness (PU) and perceived ease of use (PEOU), does not significantly influence purchase decisions in this research sample. This can be interpreted to mean that, as most respondents are already accustomed to using food delivery applications, technology functions as a hygiene factor—necessary for facilitating transactions but no longer serving the influence of TAM diminishes when as a differentiating factor in product preference. This result is congruent with studies indicating that technology adoption becomes widespread (An et al., 2023; Lubis et al., 2024).

CONCLUSION

Simultaneously (F-test), product quality (X2), brand image (X3), price (X1), and technology acceptance (X4) are proven to influence consumers' purchase decisions (Y). This is indicated by the F-value and significance level obtained from the regression output. Partially (t-test), brand image, product quality, and price each have

a significant effect on the purchase decisions, with the following t-values and p-values: price ($t = 2.714$; $p = 0.007$), product quality ($t = 5.000$; $p = 0.000$), and brand image ($t = 5.103$; $p = 0.000$). In contrast, technology acceptance does not have a significant effect ($t = -0.156$; $p = 0.876$). These conclusions are directly derived from the Coefficients table in the SPSS output used in this study.

The explanatory power of the model, reflected by an R^2 of 0.450, indicates that 45% of purchasing variation decisions is explained by the variables included in the model, while the remaining 55% is driven by factors beyond the model, such as promotions, service satisfaction, seasonal discount pricing, and social preferences.

The values of R and R^2 are presented in the Model Summary table of the SPSS output.

The classical assumption tests including residual normality, multicollinearity (with $VIF < 10$), and the Glejser heteroskedasticity test ($p > 0.05$) indicate that the model satisfies the requirements of multiple linear regression, thereby ensuring that the estimation results and significance tests are reliable. For example, the VIF values for the independent variables range from 1.296 to 1.559. In addition, the Glejser test yields a p-value of 0.143 for one of the heteroskedasticity

diagnostics (Abs_Res1), indicating the absence of problematic heteroskedasticity.

The findings indicate that consumers' decisions are strongly affected by price, product quality, and brand image influence on consumers' purchase decisions toward Belikopi through online food delivery applications. In contrast, technology acceptance does not show a statistically significant influence on consumers' purchasing decisions. Among the examined variables, product quality emerges as the strongest and most dominant factor.

The practical implications of this study highlight the importance for business practitioners to maintain consistent product quality, build a clear and strong brand image, and set competitive pricing strategies. Future research is recommended to incorporate additional variables, such as digital promotion and electronic word of mouth, to further enrich the understanding of consumers' purchase decisions.

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